

## INTER-OFFICE MEMORANDUM

TO: DIRECTOR PARKS, RECREATION AND CULTURAL SERVICES      DATE: 2017 DECEMBER 12

FROM: CITY CLERK      FILE: 01200-01

**SUBJECT: BURNABY 125 | CANADA 150 CELEBRATIONS**  
ITEM NO. 5(1), MANAGER'S REPORTS, COUNCIL 2017 DECEMBER 11

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Burnaby City Council, at the Open Council meeting held on 2017 December 11, received the above noted report and adopted the following recommendations contained therein:

1. **THAT** Council receive this report for information purposes.
2. **THAT** a copy of this report be sent to the Parks, Recreation and Culture Commission for their information.



Dennis Back  
City Clerk

DB:rj

Copy to: Assistant Director, Cultural Services  
Manager, Marketing & Communications

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| <p><b><u>NOTE</u></b></p> |
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| <p>This is for the information of the Commission</p> |
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**TO:** CITY MANAGER **DATE:** 2017 Nov. 29

**FROM:** DIRECTOR PARKS, RECREATION AND CULTURAL SERVICES **FILE:** 1650-20  
*Celebrate 150/125*

**SUBJECT:** BURNABY 125 | CANADA 150 CELEBRATIONS

**PURPOSE:** To provide Council with information regarding the Burnaby 125 | Canada 150 Celebrations

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**RECOMMENDATIONS:**

1. **THAT** Council receive this report for information purposes.
2. **THAT** a copy of this report be sent to the Parks, Recreation and Culture Commission for their information.

**REPORT**

**1.0 BACKGROUND**

2017 saw the dual celebration of Canada's 150<sup>th</sup> Anniversary of Confederation and the 125<sup>th</sup> Anniversary of the City of Burnaby which was incorporated on 1892 September 22.

To mark Burnaby's 125<sup>th</sup> Anniversary, the Parks, Recreation & Cultural Services Department applied for and received \$75,900 in federal funding from the Ministry of Canadian Heritage under the Community Anniversaries component of Building Communities Through Arts and Heritage program. Community Anniversaries funding is available to commemorate a community's 100<sup>th</sup> anniversary or greater (in increments of 25 years). A matching financial commitment is required by the City of Burnaby to receive this grant funding.

In a report to Council dated 2016 October 13, Council approved the receipt of the \$75,900 grant along with an additional expenditure of \$205,000 from the Operating Gaming Fund for an expanded year-long program to celebrate Burnaby's 125 and Canada's 150 Anniversaries.

**2.0 HIGHLIGHTS**

The following report summarizes the key highlights for this significant year of celebration in the City of Burnaby.

- a. **Local Showcase Performers:** The Shadbolt Centre for the Arts initiated a call for musicians, artists and heritage performers, adjudicated the responses and established a roster of selected performers who were scheduled at many of the Celebration events. In total, there were 92 performances with more than 400 local performers who helped the City celebrate this milestone year. This roster database is a legacy from Burnaby 125. It will assist city staff with scheduling performers at civic events for future years.
- b. **Celebrate Volunteers:** The City of Burnaby would like to acknowledge over 80 volunteers who demonstrated community pride and spirit by giving over 525 hours of volunteer time to make the Celebrate events an incredible success.
- c. **Signature Events:** Over 90,000 people joined the festivities at eight Celebrate 125 | 150 signature events throughout the summer. Many of the events featured local performing artists through stage performances as well as roving throughout the crowds.
  - **Canada Day:** Nearly 30,000 people attended Burnaby's three official Canada Day celebrations. Family events were held at Edmonds Park, the Burnaby Village Museum and ended with a free concert and fireworks at Swangard Stadium. The day was filled with local and national pride as Canadians from coast-to-coast joined together to celebrate.
  - **125 Weekend of Fun:** On September 22nd, the community joined together in an incredible three-day celebration to commemorate Burnaby's 125<sup>th</sup> birthday. Throughout the weekend, the price of admission to drop-in programs at recreation facilities, a small bucket of balls, golf clinics and lattes were rolled back to \$1.25. More than 13,000 participated in these drop-in activities. In addition, over 5,000 people took part in special birthday events at eight community centres featuring local performances, interactive displays from City departments and family friendly activities.
- d. **Community events:** In addition to the signature events, the Celebrate Burnaby team brought the Celebrate Burnaby Activation Tent to 18 local community events throughout the summer. From golf festivals, environment week and cultural events to sporting and neighbourhood events – more than 130,000 residents and visitors joined in Burnaby-themed arts, crafts and other activities.
- e. **Communications:** A comprehensive marketing and communications plan was developed to increase awareness of the celebration activities. Elements of the plan included a dedicated website page with over 19,000 page views, outdoor street banners throughout the city, transit shelters, videos, eNewsletters, on-site signage, and more. On social media, over 1,000 tweets, 400 Facebook posts and 300 Instagram images were made along with over 50,000 video views. Thanks to

To: City Manager  
From: Director Parks, Recreation and Cultural Services  
Re: Burnaby 125 | Canada 150 Celebrations  
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the corporate sponsorship from the Burnaby Now, a comprehensive advertising plan was also established in the local newspaper.

- f. **Celebrating Burnaby's Past:** The community was able to take a look back at Burnaby's history through an engaging exhibit entitled, *Then and Now* chronicling the city's journey over the past century at the Burnaby Village Museum; free presentations as part of the Burnaby Neighbourhood History Series; as well as a series of heritage markers which are being installed at key locations across the city.
- g. **Infrastructure Projects:** To commemorate these historic celebrations – and thanks to the support of local non-profit groups and the federal government – the City has several Canada 150 infrastructure projects underway to help serve the community for years to come. These included renovations at the Bob Prittie Metrotown Library, the Central Park tree planting, the Central Park multi-use trail, the outdoor fitness circuit at Burnaby Fraser Foreshore Park and the Willingdon Linear Park.
- h. **Burnaby Parks:** The Parks Department created and placed 13 new owl Eco-sculptures (representing each of Canada's 13 provinces and territories) in Central Park as well as a maple leaf inspired design on a disk at the Shadbolt Centre for the Arts and the frogs at Bill Copeland Sports Centre. As well, the Parks Department created a festive community float to salute our local RCMP, and to celebrate Burnaby's 125<sup>th</sup> and Canada's 150<sup>th</sup> Birthdays.
- i. **#celebrateburnaby Photo Gallery:** Throughout the year, the City invited social media users to post pictures on Instagram with #celebrateburnaby. Over 2,000 images were submitted to an online photo gallery celebrating what the community loves about Burnaby. [www.burnaby.ca/photogallery](http://www.burnaby.ca/photogallery)

The Burnaby 125 | 150 Celebrations have offered a great opportunity this year for the community to come together to celebrate the arts, to connect with each other, to have fun and show their community spirit.



Dave Ellenwood  
DIRECTOR PARKS, RECREATION AND CULTURAL SERVICES

DE:MI/ab:tc  
Burnaby 125 Canada 150 Celebrations (2017.12.11)

Copied to: Assistant Director, Cultural Services  
Manager, Marketing & Communications