

FINANCIAL MANAGEMENT COMMITTEE

*HIS WORSHIP, THE MAYOR
AND COUNCILLORS*

SUBJECT: BURNABY FESTIVAL OF LEARNING

RECOMMENDATIONS:

1. THAT Council receive this report for information.
2. THAT a copy of this report be forwarded to the Parks, Recreation and Culture Commission and the Burnaby Public Library Board for information.

REPORT

The Financial Management Committee, at its meeting held on 2018 February 15, received and adopted the attached report seeking Committee approval to use the Operating Gaming Reserve to support marketing and programming costs for the 2018 Burnaby Festival of Learning from May 5 to 12.

The Committee approved the use of \$50,000 from the Gaming Interest Reserve, and further recommended that this report be forwarded to the Parks, Recreation and Culture Commission and the Burnaby Public Library Board for information.

Respectfully submitted,

Councillor D. Johnston
Chair

Councillor C. Jordan
Vice Chair

Copied to:	City Manager Director Parks, Rec. & Cult. Services Chief Librarian Director Finance
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TO: CHAIR AND MEMBERS
FINANCIAL MANAGEMENT COMMITTEE

DATE: 2018 Jan 17

FROM: CITY OF BURNABY MEMBERS OF THE
BURNABY FESTIVAL OF LEARNING
STEERING COMMITTEE

FILE: 66000-20

SUBJECT: BURNABY FESTIVAL OF LEARNING

PURPOSE: To request the use of Operating Gaming Reserve to support the 2018 Burnaby Festival of Learning.

RECOMMENDATIONS:

1. **THAT** the Financial Management Committee authorize the use of \$50,000 from the Operating Gaming Reserve to support marketing and programming costs for the 2018 Burnaby Festival of Learning from May 05 to 12.
2. **THAT** a copy of this report be forwarded to the Parks, Recreation and Culture Commission and the Burnaby Public Library Board for information.

REPORT**1.0 BACKGROUND**

The Burnaby Festival of Learning is a week-long celebration of learning with events designed to inform, engage and spark creative conversations between diverse audiences. All events are free.

The 2016 and 2017 Festivals offered strong programs celebrating learning and community engagement in Burnaby and strengthened the partnership between SFU and the City of Burnaby. The Festival has completed two successful years by presenting a diverse and interesting program of learning opportunities for Burnaby residents of all ages. Over 10,000 people attended 72 events at the 2017 festival. In both years, the Burnaby Festival of Learning took place in the first week of May and was anchored by two large established events:

- The Rhododendron Festival (City of Burnaby);
- Science Rendezvous (SFU).

A third large event, SD41 Day at SFU, offered secondary school students a full day of lectures and demonstrations to engage their interest in higher learning. Over 39 events were offered on this day.

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

Shadbolt Centre for the Arts, the Burnaby Art Gallery, Burnaby Public Library and the Burnaby Village Museum offered their own programs and hosted SFU programs. In total, City of Burnaby facilities hosted roughly three quarters of the events. Topics included visual arts, science, literature, history, and technology.

2.0 PROJECT DESCRIPTION

In 2018, the Steering Committee is reaching out to institutions and community groups such as the BC Institute of Technology and Burnaby Neighbourhood House to further diversify and expand program offerings and host sites with the intent of reaching an even broader audience.

The Festival will once again leverage the knowledge and skills of the founding partners – the City of Burnaby and Simon Fraser University – and those of any new partners to offer a wide range of quality learning opportunities that will appeal to our diverse community.

The Festival will take place from May 05 to 12.

3.0 BUDGET

Simon Fraser University is committing \$100,000 that would support a full-time Project Manager, a part-time seasonal Project Assistant, and steering committee and administrative expenses.

The City of Burnaby's \$50,000 from the Operating Gaming Reserve would be allocated roughly as follows:

- \$25,000 for marketing and promotion;
- \$15,000 for programming and logistical costs (with the intent of continuing to keep events free to participants);
- \$10,000 to host stand-alone opening and closing receptions that could include keynote speakers.

To: Financial Management Committee
From: Director Parks, Recreation & Cultural Services
Re: BURNABY FESTIVAL OF LEARNING
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4.0 CONCLUSION

The Burnaby Festival of Learning provides unique opportunities for Burnaby citizens to celebrate learning and to inform, engage and spark conversations between diverse audiences. It is also a valuable partnership with Simon Fraser University, the Burnaby School District and other community partners. The \$50,000 from the Operating Gaming Reserve will allow the Festival to expand and diversify its offerings and reach more Burnaby residents.

It is further recommended that a copy of this report be forwarded to the Parks, Recreation and Culture Commission and the Burnaby Public Library Board for information.



Dave Ellenwood
DIRECTOR PARKS, RECREATION
& CULTURAL SERVICES



Deb Thomas,
DEPUTY CHIEF LIBRARIAN
BURNABY PUBLIC LIBRARY
CO-CHAIR, FESTIVAL OF LEARNING
STEERING COMMITTEE

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Copied to: Director Finance