

COMMISSION REPORT

TO: CHAIR AND MEMBERS
PARKS, RECREATION & CULTURE
COMMISSION

DATE: 2018 May 22

FROM: DIRECTOR PARKS, RECREATION &
CULTURAL SERVICES

FILE: 66000-01

**SUBJECT: COMMISSION AND C.U.P.E. CO-SPONSORSHIP OF A FREE RIDE
DAY ON THE CAROUSEL**

PURPOSE: To request approval to co-sponsor with C.U.P.E. a free ride day on 2018
September 03 at the Carousel at Burnaby Village Museum (BVM).

RECOMMENDATIONS:

1. **THAT** funds be allocated to co-sponsor with C.U.P.E. a free ride day on
Monday, 2018 September 03 at the Carousel at Burnaby Village Museum.
2. **THAT** a copy of this report be sent to C.U.P.E. Local 23

REPORT

For the past 26 years, the Commission and C.U.P.E Local 23 have co-sponsored a free ride day on the BVM Carousel. This has proven to be a popular event with a significant increase in ridership on the free ride day.

The preferred date for the event is the final day of the public summer season, which falls on Labour Day, Monday, 2018 September 03, and is part of "Fall Fair" weekend at BVM. This year's event would be advertised with a paid ad in the local newspaper, and the cost of the paid advertisement would be split equally between the Commission and C.U.P.E. During the event C.U.P.E. will hang the banner especially designed for the free day.

The costs associated for this event include the loss of ride revenue, Carousel operator wages and advertising for a total of \$2,400. The operating costs were calculated on the basis of peak season weekend day when the Museum would have a full staff complement. The loss of revenue is calculated on the basis of 1/3 of the average ridership on the free day over the past four years. If C.U.P.E. 23 and Commission agree to co-sponsor the event, these costs will be split with a payment from C.U.P.E. to the Museum of \$1,200 and a departmental allocation of \$1,200. There are sufficient funds identified in the 2018 Annual Budget for this purpose.

To: Parks, Recreation & Culture Commission
From: Director Parks, Recreation & Cultural Services
Re: COMMISSION AND C.U.P.E. CO-
SPONSORSHIP OF A FREE RIDE DAY ON
THE CAROUSEL

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POLICY

The Commission and C.U.P.E. Co-Sponsorship of a Free Ride Day on the Carousel aligns with the Corporate Strategic Plan by:

A Connected Community

- Enhance social connections throughout Burnaby

An Inclusive Community

- Ensure City services fully meet the needs of our dynamic community
- Provide opportunities that encourage and welcome all community members and procreate a sense of belonging

A Healthy Community

- Encourage opportunities for healthy living and well-being
- Improve upon and develop programs and services that enable ongoing learning

A Dynamic Community

- Manage change by balancing economic development with environmental protection and maintaining a sense of belonging

A Thriving Organization

- Ensure that our core values are reflected in our policies, programs and service delivery

RECOMMENDATION

The above proposal has been discussed with a C.U.P.E. Local 23 representative and we have received their approval for participation. It is recommended that approval be granted for this Commission/CUPE cost-shared event.



Dave Ellenwood
DIRECTOR PARKS, RECREATION & CULTURAL SERVICES

DN:tc

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