



Item.....
Meeting 2018 Oct. 29

COUNCIL REPORT

TO: CITY MANAGER **DATE:** 2018 October 22

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

SUBJECT: BURNABY CHRISTMAS BUREAU PROMOTIONAL SUPPORT 2018

PURPOSE: To obtain approval for a promotional initiative and donation in support of the Burnaby Christmas Bureau at the Burnaby Village Museum Heritage Christmas 2018.

RECOMMENDATIONS:

1. **THAT** Council approve the promotional initiative in support of the Burnaby Christmas Bureau at the Burnaby Village Museum at Heritage Christmas 2018 as outlined in the attached report.
2. **THAT** Council approve the donation of revenue from the Burnaby Village Museum Carousel ride sales from 5 p.m. to 9 p.m. on Saturday, 2018 December 01 to the Burnaby Christmas Bureau.

REPORT

At its 'Open' Meeting of 2018 October 24, the Parks, Recreation and Culture Commission received the attached report and adopted the four recommendations contained therein.

Dave Ellenwood
DIRECTOR - PARKS, RECREATION & CULTURAL SERVICES

DE:ob:vo

Attachment

Burnaby Christmas Bureau Promotional Support (2018.10.29)

Copied to: Director Finance

COMMISSION REPORT

TO: CHAIR AND MEMBERS
PARKS, RECREATION AND CULTURE
COMMISSION

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

SUBJECT: BURNABY CHRISTMAS BUREAU PROMOTIONAL SUPPORT 2018

PURPOSE: To obtain approval for a promotional initiative and donation in support of the Burnaby Christmas Bureau at the Burnaby Village Museum Heritage Christmas 2018.

RECOMMENDATIONS:

1. **THAT** approval be granted for a promotional initiative in support of the Burnaby Christmas Bureau at the Burnaby Village Museum at Heritage Christmas 2018 as outlined in this report.
2. **THAT** approval be granted to donate revenue from the Burnaby Village Museum Carousel ride sales from 5 p.m. to 9 p.m. on Saturday, 2018 December 01 to the Burnaby Christmas Bureau.
3. **THAT** the Parks, Recreation and Culture Commission recommend Council approve the promotional initiative and the donation of revenue.
4. **THAT** a copy of this report be sent to Mr. Stephen D'Souza, Executive Director of the Burnaby Christmas Bureau.

REPORT**INTRODUCTION**

The Burnaby Village Museum is presenting Heritage Christmas from 2018 November 24 to 2019 January 04 (closed December 24 and 25). Admission is free to the public.

A request (Attachment #1) from Burnaby Community Services for their Burnaby Christmas Bureau program is seeking Commission approval for the donation of some Carousel ride revenue for charitable purposes. The Village Museum has extended hours from 1 p.m. to 9 p.m. from 2018 December 15 to 2019 January 04 (except for December 24 and 25). The period being considered is from 5 p.m. to 9 p.m. on 2018 December 01.

To: Parks, Recreation & Culture Commission
From: Director - Parks, Recreation & Cultural Svcs
Re: Burnaby Christmas Bureau Promotional
Support 2018

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In past years this request has been supported by Commission generating approximately \$1,000 in donated revenue to the Burnaby Christmas Bureau. The Museum allows member pass holders unlimited free carousel rides throughout the year and this would need to be honored.

POLICY SECTION

Goal

- A Connected Community
 - Social connection –
Enhance social connections throughout Burnaby
 - Partnership –
Work collaboratively with businesses, educational institutions, associations, other communities and government
- An Inclusive Community
 - Celebrate diversity –
Create more opportunities for the community to celebrate diversity
 - Serve a diverse community –
Ensure City services fully meet the needs of our dynamic community
 - Create a sense of community –
Provide opportunities that encourage and welcome all community members and create a sense of belonging

RECOMMENDATION

It is recommended that the Carousel ride revenue from 5 p.m. to 9 p.m. on Saturday, 2018 December 01 be donated to the Burnaby Christmas Bureau, excluding member pass holders.

This partnership allows for a promotional opportunity for the Christmas Bureau and the Museum for Heritage Christmas 2018 and encourages community giving for those who are in need.



Dave Ellenwood
DIRECTOR - PARKS, RECREATION & CULTURAL SERVICES

DN:ob:tc

Attachment

P:/admin/tc/de/dn/2018 Christmas Bureau donation request report

Copied to: Director Finance



Attachment #1

September 27th, 2018

Dave Ellenwood
Director, Burnaby Parks, Recreation & Cultural Services
101 – 4946 Canada Way
Burnaby, BC, V5G 4H7

Re: Carousel Rides for the Burnaby Christmas Bureau

Hello Mr. Dave Ellenwood,


Thank you for your ongoing support of the Burnaby Community Services and our Burnaby Christmas Bureau program. I am writing today to ask if you will continue to help families with low income, seniors experiencing isolation and those suffering with extreme poverty this Holiday Season through the donation of Carousel ticket sales during the first late night of the Heritage Christmas at the Burnaby Village Museum.

Through the generosity of our community, last year we distributed \$171,718 in holiday items to 3,016 people—including 1,667 children, 86 seniors and 60 unique individuals (those who are homeless or at risk of homelessness).

For as long as I can remember the Burnaby Parks, Recreation & Cultural Services has been supporting the Bureau. First with Loonie, then Toonie, and half price nights on the first late night of Heritage Christmas at the Burnaby Village Museum from 2002 to 2010. Since 2011, with the introduction of free admission, tickets sales on the restored 1912 C.W. Parker Carousel have been donated to the Bureau.

We would ask that the Burnaby Parks, Recreation & Cultural Services consider again supporting the Bureau by donating all carousel ticket sales during Burnaby Village Museum's Heritage Christmas, Bright in Burnaby, on December 1st, 2018, from 5pm until 9pm.

Thank you again for your ongoing support,


Stephen D'Souza,
Executive Director

Burnaby Community Services
EMPOWERING PEOPLE CHANGING LIVES

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