

COMMISSION REPORT

TO: CHAIR AND MEMBERS
PARKS, RECREATION & CULTURE
COMMISSION

DATE: 2018 Nov. 14

FROM: DIRECTOR PARKS, RECREATION &
CULTURAL SERVICES

FILE: 66000-20

SUBJECT: BURNABY FESTIVAL OF LEARNING

PURPOSE: To request that the Parks, Recreation & Cultural Services Department partner with the Burnaby Public Library and Simon Fraser University to host the Burnaby Festival of Learning.

RECOMMENDATIONS:

1. **THAT** the Parks, Recreation & Culture Commission support, in principle, the partnership between the City and Simon Fraser University to host the Burnaby Festival of Learning in 2019, 2020 and 2021 as outlined in this report, subject to a more detailed identification and review, in each of those years, of the availability of venues and other in-kind support that would be required.
2. **THAT** staff report back to the Commission seeking final approval once the event plan is finalized by the Festival Steering Committee each year.

REPORT**1.0 INTRODUCTION**

The fourth annual Burnaby Festival of Learning will be held in the first week of May 2019. This Festival offers the opportunity for its founding partners – Simon Fraser University and the City of Burnaby – as well as a growing number of community partners to showcase and cross promote the learning opportunities each provides. The result has been a rich and varied offering of events that encourage our community to “Learn, Grow, and Thrive.”

2.0 BACKGROUND

The Festival has been increasingly successful in each year that it has been offered. Each year, attendance and the number of events offered has grown (see Attachment #1 for an overview of the 2018 Festival and Attachment #2 for a preliminary outline of the 2019 plan). The 2018 Festival saw a 69% increase in attendance at events in the main program and a 32% increase in the number of events offered. An opening reception was added, a Pecha Kucha organized and hosted by the Shadbolt Centre for the Arts and Burnaby Neighbourhood House, that was a sold out event. The Festival continues to receive the same high rating from participants of 4.6 out of 5.

The planning team continues to grow. Active partners from Parks, Recreation & Cultural Services (PRCS) include the Burnaby Art Gallery, Shadbolt Centre for the Arts, and Burnaby Village Museum. The City's Corporate Communications & Marketing Department took an active role this year in promoting the Festival. Four new partners joined the Steering Committee: Burnaby Neighbourhood House, Burnaby Family Life, Burnaby Intercultural Planning Table, and BCIT. Two more partners are joining the team in 2019: MOSAIC and Burnaby Community Services. With the membership growing, a new structure has been proposed to make the best use of resources and time of our partners (see Attachments #3 and #4 – Current members and proposed Steering Committee structure).

The 2019 Burnaby Festival of Learning is planned for the first week of May 2019. At present, the only confirmed PRCS venue required is the Studio Theatre and the Atrium in the Shadbolt Centre for the Arts for the opening reception and Pecha Kucha on the evening of Sunday, May 5th. Other venues may be required such as the Burnaby Art Gallery and Burnaby Village Museum. It is anticipated that we will have a confirmed program of events early in 2019.

3.0 POLICY SECTION

Goals supported by Festival of Learning activities

- A Connected Community
 - Social connection –
Enhance social connections throughout Burnaby.
The Festival of Learning brings Burnaby residents of all ages, interests and demographics together with a common goal of learning from each other.
 - Partnership –
Work collaboratively with businesses, educational institutions, associations, other communities and governments.
The Festival of Learning has encouraged and enhanced collaboration and partnerships between educational institutions, City departments, the public library, and community groups – working together to organize and host Festival events and other events and initiatives throughout the year.

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- An Inclusive Community
 - Celebrate diversity –
Create more opportunities for the community to celebrate diversity.
The Festival encourages awareness of the diverse interests and issues of Burnaby residents. A few excellent examples from the 2018 Festival were the events enhancing understanding of Islam: a discussion about Islamophobia and sessions about preventing youth radicalization and hearing about the personal experiences of Muslim youth.
 - Create a sense of community –
Provide opportunities that encourage and welcome all community members and create a sense of belonging.
In addition to the events noted above, there were events on Seniors Intergenerational Digital Storytelling, Rising Above Discrimination and Hate, and an investigation of Burnaby's transition from a suburb to become its own thriving and diverse metropolis.

4.0 RECOMMENDATION

The Festival is now established as a successful event. Staff are therefore recommending that Commission support, in principle, the partnership between the City and Simon Fraser University for 2019, 2020 and 2021 as outlined in this report, subject to a more detailed identification and review, in each of those years, of the availability of venues and other in-kind support that would be required. It is further recommended that staff report back to the Commission seeking final approval once the event plan is finalized by the Festival Steering Committee each year.



Dave Ellenwood
DIRECTOR - PARKS, RECREATION & CULTURAL SERVICES

DE:tc
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Attachment #1

THOUGHT PROVOKING
AND INFORMATIVE.

— Festival attendee

MY STUDENTS RAVED ABOUT
THE DAY AT THE FESTIVAL AND
ALL STATED THAT THEY THINK
THE OPPORTUNITY SHOULD BE
AVAILABLE AGAIN.

— SD41 teacher

	2017	2018
ATTENDANCE	10,250+ ATTENDEES	17,500+ ATTENDEES
Main program	10,100+	17,397+
High school program	142	281
EVENTS	76	96
Main program	37	46
High school program	39	50
VENUES	14	17
EVENT ORGANIZERS	17	43
AUDIENCE RATING	4.6 ★★★★★ (92.5%)	4.6 ★★★★★ (92.5%)
DIVERSE AUDIENCE	<div> <div>Senior 6.7%</div> <div>Adult 70.0%</div> <div>Youth 18.7%</div> <div>Other 4.6%</div> </div>	<div> <div>Senior 11.4%</div> <div>Adult 67.2%</div> <div>Youth 12.9%</div> <div>Other 8.5%</div> </div>

2018 Festival Highlights

PECHAKUCHA NIGHT

A fun community event, with presenters sharing creative ideas with an audience through 20 images for 20 seconds each.

RISING ABOVE - DISCRIMINATION & HATE

A community forum theatre play about hate and racism, with the audience participating in solution exploration, to create a collective empowerment and resiliency in our environments.

UNJUNK YOUR DIET

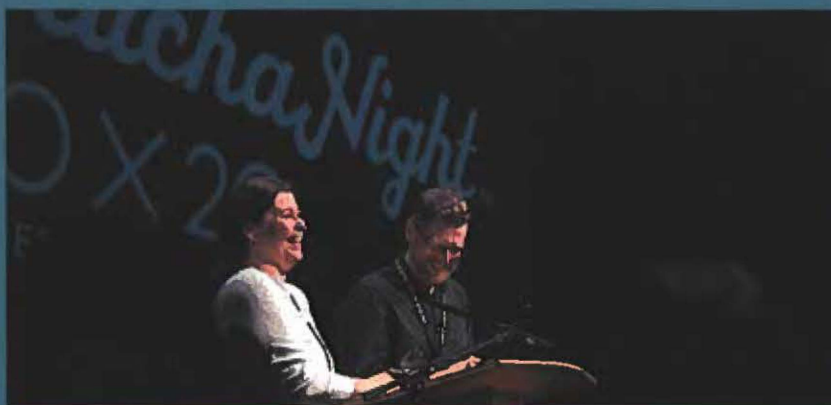
10 simple steps to help fight inflammation and learn how an anti-inflammatory diet can improve your energy and health with Desiree Nielsen.

VIRTUAL AND AUGMENTED REALITY EXPO

Explore virtual and augmented reality applications being used in health sciences and other areas.

Building Employment Capacity with Underrepresented Communities

The Festival incorporates a Community Ambassadors Program that supports those with barriers to employment with meaningful work experience and paid a living wage.





APPENDIX A

Proposal for support of the Burnaby Festival of Learning 2019 to 2021

The Burnaby Festival of Learning (BFOL) has completed three successful years and has now become an annual event with support from the City of Burnaby and SFU. We are requesting support from the Parks, Recreation, and Cultural Services (PRCS) Commission for three years (2019-2021) for rental fees to be waived for BFOL events at venues in PRCS facilities.

Background & Description

The Burnaby Learning Festival was first offered in 2016 to celebrate SFU's 50th anniversary. Burnaby Public Library co-chaired this initial festival and various City departments participated with event offerings and assistance in Festival planning.

The Festival is will be entering its fourth year in 2019. In 2018, these partners were joined by new partners: BCIT, Burnaby Family Life, Burnaby Neighbourhood House and the Burnaby Intercultural Planning Table.

Modeled after a similar festival in Cork, Ireland which has run for 10 years, the Festival is unique to Burnaby among MetroVancouver municipalities. It is a weeklong celebration of learning with events designated to inform, engage and spark creative conversations between diverse audiences. The Burnaby Festival of Learning showcases performances, lectures, conversations, tours and tours joining the University's strong history of research and dialogue with the City's diversity in community programming and the considerable community reach and knowledge of our community partners.

Days: 7 (May 6 – 12, 2018)

Attendees: 17,000+

Events:

Main program: 46

SFU Exploration Day: 27 programs with 50 classes

Venues: 17

Event organizers: 43

The key objective of the Festival is to ensure that events are *accessible* in terms of cost, subject matter, and venue locations. Emphasis will be put on offering no-cost access to events that are varied, fun and conveniently located across civic and university spaces.

For the past three years, the City of Burnaby (including Burnaby Public Library) provided the majority of the venues for the main program. In 2018, 20% of these were in PRCS facilities and 28% were in library branches. We anticipate that this pattern to be similar in 2019 and subsequent years.

Expansion of the program and the need for more venues is currently being absorbed by the addition of community partners (about 9% of venues in 2018) and other institutional partners like BCIT (15% of venues).

For the 2018 Festival, we were joined by four new partners on the Steering Committee:

BC Institute of Technology
Burnaby Family Life
Burnaby Intercultural Planning Table
Burnaby Neighbourhood House

New partners added for the 2019 Festival include Burnaby Community Services and MOSAIC.

These new partners are helping us further diversify the events we offer, deepen our reach into the community, and contribute new venues.

Success of the 2018 Festival of Learning

The 2018 Festival continued to build on the successes of the first two years:

- 32% increase in number of events offered
- 69% increase in event attendance

Festival event evaluation respondents gave it an approval rating of 4.6 out of 5.

A highlight of the 2018 Festival of Learning was its first dedicated opening reception, a sold-out Pecha Kucha event held at Shadbolt Centre for the Arts preceded by drinks, hors d'oeuvres and music provided by the SFU Symphony Orchestra. Special thanks to David Jordan for his creative and capable organizing of this event.

Funding

The City of Burnaby budget contributed \$50,000 toward Festival expenses in 2018 and has indicated interest in a three-year commitment to that amount. A proposal requesting confirmation of that commitment has been sent to the Financial Management Committee. This contribution goes toward funding marketing and communications and program support. Simon Fraser University has committed to \$100,000 for the next 3 years, a substantial portion of which pays for a Project Manager.

Expenses for 2018:

Marketing & Communications	\$20,300
Program Support & Opening Reception	\$32,015
Project Manager	\$86,000
Community Ambassadors	\$ 6,735
Assistant Designer	\$ 2,500
Event & Marketing Assistant	\$ 2,150
TOTAL	\$149,700

APPENDIX B

2019 Steering Committee – Current membership

City of Burnaby:

Heidi Schiller, Burnaby Public Library (Replacing Deb Thomas) (co-chair)

Elizabeth Davies, Burnaby Public Library

Christine Forschauer, Burnaby Art Gallery

Lisa Codd, Burnaby Village Museum

David Greve, School District 41

Kevin Brandt, School District 41

Angela Boal, Marketing and Communications

Involved in planning but not sitting on the Steering Committee:

- David Jordan, Shadbolt Centre for the Arts

Simon Fraser University:

Alison Chan, Office of Community Engagement (Co-chair)

Bettina Cenerelli, Faculty of Arts and Sciences

Cynthia Henson, Faculty of Science

Jenna Thomson, Learning & Research Services, Library

Karen Munro, Learning & Research Services, Library

Community partners:

Ana Maria Bustamante, Burnaby Intercultural Planning Table

Deirdre Grace, BCIT Library

Sangeeta Bhonsale, Burnaby Family Life

Simone Brandl, Burnaby Neighbourhood House

Salena Gao, Burnaby Community Services

Maria Poe, MOSAIC

APPENDIX C

Proposed Structure for the Steering & Planning Committees for 2019

Steering Committee:

- Made up of 8 to 10 individuals
- 1 co-chair position designated for SFU
- 1 co-chair position designated for the City
- 6 to 8 positions remain to represent other groups as a whole

Program Planning Committee:

Made up of one representative each from participating organizations who want to take part in the planning of the Festival program

SFU Exploration Day Committee:

Made up of one representative each from participating faculties/departments/offices at SFU and School District 41 who want to take part in the planning process of the Exploration Day.