

TO: CHAIR AND MEMBERS
FINANCIAL MANAGEMENT COMMITTEE

DATE: 2019 JAN 11

FROM: BURNABY FESTIVAL OF LEARNING
STEERING COMMITTEE

FILE: 66000-20

SUBJECT: BURNABY FESTIVAL OF LEARNING FUNDING - 2019-2021

PURPOSE: To request 3-year funding for the Burnaby Festival of Learning

RECOMMENDATIONS:

1. **THAT** the Financial Management Committee authorize the use of \$50,000 *each year* from the Operating Gaming Reserve to support marketing and programming costs for the Burnaby Festival of Learning for 2019, 2020 and 2021.
2. **THAT** the Financial Management Committee recommend Council receive this report for information.
3. **THAT** a copy of this report be forwarded to Matthew Grant, Director, Office of Community Engagement, Simon Fraser University, and the Burnaby School District for information.
4. **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 INTRODUCTION

The Burnaby Festival of Learning is a weeklong celebration of learning with events entering its fourth year and designed to inform, engage and spark creative conversations between diverse audiences. It is unique to Burnaby among BC municipalities. All events are free.

2.0 POLICY SECTION

Goals

- A Connected Community
 - Social connection –
Enhance social connections throughout Burnaby

- Partnership –
Work collaboratively with businesses, educational institutions, associations, other communities and governments
- An Inclusive Community
 - Celebrate diversity –
Create more opportunities for the community to celebrate diversity
 - Create a sense of community –
Provide opportunities that encourage and welcome all community members and create a sense of belonging
- Lifelong learning –
 - Improve upon and develop programs and services that enable ongoing learning

3.0 BACKGROUND

The 2016, 2017, and 2018 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 three successful years of steady growth by presenting a diverse and interesting program of learning opportunities for Burnaby residents of all ages. Over 17,000 people attended 46 programs between May 6 and 12 in 2018, a 69% increase in attendance and a 32% increase in the number of events offered over the 2017 Festival.

Exploration Day at SFU is held during the Festival week and offers Burnaby secondary school students a full day of lectures and demonstrations to engage their interest in higher learning. 48 classes were offered to the 270 students who attended.

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 half of the main program events. Topics included visual arts, science, literature, history, and technology.

Four new partners joined the Steering Committee in 2018: Burnaby Neighbourhood House, Burnaby Family Life, Burnaby Intercultural Planning Table, and the BC Institute of Technology. Two more partners are joining the team in 2019: MOSAIC and Burnaby Community Services. These partners are helping to expand and diversify not only the events offered and audiences that will attend, but also the pool of available venues for the events. Council's generous funding of marketing and program support in 2018 allowed the Festival to assist community groups in offering events that explored topics of interest to the community such as racism and parenting.

A separate detailed request for free venues has been sent to the Parks, Recreation and Cultural Services Commission and presentations about the 2018 Festival have been made to the Simon Fraser University-City of Burnaby Liaison committee, the Library Board, and City Council.

4.0 BUDGET

Simon Fraser University has committed \$100,000 for each of the next three years 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 (based on 2018 actual expenses):

- \$20,000 for marketing and promotion
- \$23,000 for programming and logistical costs (with the intent of continuing to keep events free to participants)
- \$7,000 to host a standalone opening reception

See Appendix A attached for revenues and expenditures for the 2018 Festival.

5.0 CONCLUSION

We are requesting that the City of Burnaby continue to support this valuable partnership with Simon Fraser University, the Burnaby School District and a growing number of community partners to celebrate learning and to spark conversations between diverse audiences at the Burnaby Festival of Learning. We would also request that the funding be approved for 3 years to offer stability in planning year to year.

The \$50,000 from the Operating Gaming Reserve each year for the next three years will allow the Festival to support our community partners in continuing to expand and diversify Festival offerings to reach more Burnaby residents.



Heidi Schiller
Assistant Director, Public Service
Burnaby Public Library
Co-Chair, Burnaby Festival of Learning Steering Committee

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Copied to: City Manager
Director Finance
Director Parks, Recreation & Cultural Services

APPENDIX A – Burnaby Festival of Learning Budget 2018

REVENUES	
SFU Office of Community Engagement	100,000
City of Burnaby	50,000
TOTAL	\$150,000

EXPENSES	
MARKETING	\$20,263.13
Advertising <i>Ads in newspapers, Google, bus shelters, etc</i>	13,636.99
Collateral <i>Program Guides, signage, posters, etc</i>	6,626.14
PROGRAM & LOGISTICS	\$32,078.46
PechaKucha (Vol. 1, Vol. 2, Vol. 3, Vol.4) <i>(Shadbolt and Burnaby Neighbourhood House)</i>	6,500.00
SFU Exploration Day <i>(SFU)</i>	6,410.13
All other program supports	19,168.33
SUPPORT	\$97,383.67
Project Manager	86,000.00
Community Ambassador Program	6,734.92
Assistant Designer	2,500.00
Event & Marketing Assistant II	2,148.75
TOTAL	\$149,725.26