

COMMISSION REPORT

TO: CHAIR AND MEMBERS
PARKS, RECREATION & CULTURE
COMMISSION

DATE: 2019 October 08

FROM: DIRECTOR - PARKS, RECREATION &
CULTURAL SERVICES

FILE: 66000-01

SUBJECT: BURNABY CHRISTMAS BUREAU PROMOTIONAL SUPPORT

PURPOSE: To obtain approval for a promotional initiative and donation in support of the Burnaby Christmas Bureau at the Burnaby Village Museum Heritage Christmas 2019.

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 2019 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 2019 November 30 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 M.J. Buck, Program Manager of the Burnaby Christmas Bureau.

REPORT**1.0 INTRODUCTION**

The Burnaby Village Museum (BVM) is presenting Heritage Christmas from 2019 November 23 to 2020 January 03 (closed December 24 and 25). Admission is free to the public.

To: Parks, Recreation & Culture Commission
From: Director - Parks, Recreation & Cultural Services
Re: BURNABY CHRISTMAS BUREAU
PROMOTIONAL SUPPORT

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Attached is a request (Attachment #1) from Burnaby Community Services for their Burnaby Christmas Bureau program, seeking Commission approval for the donation of a portion of the Carousel ride revenue for charitable purposes. The BVM has extended hours from 1 p.m. to 9 p.m. from 2019 December 14 to 2020 January 03 (except for December 24 and 25). The period being considered is from 5 p.m. to 9 p.m. on 2019 November 30.

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.

2.0 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

3.0 RECOMMENDATION

It is recommended that approval be granted for a promotional initiative in support of the Burnaby Christmas Bureau at the BVM at Heritage Christmas 2019 as outlined in this report. It is further recommended that approval be granted to donate revenue from the BVM Carousel ride sales from 5 p.m. to 9 p.m. on Saturday, 2019 November 30 to the Burnaby Christmas Bureau. It is further recommended that a copy of this report be sent to Mr. M.J. Buck, Program Manager of the Burnaby Christmas Bureau.

To: *Parks, Recreation & Culture Commission*
From: *Director - Parks, Recreation & Cultural
Services*
Re: *BURNABY CHRISTMAS BUREAU
PROMOTIONAL SUPPORT*

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This partnership allows for a promotional opportunity for the Burnaby Christmas Bureau and the Burnaby Village Museum for Heritage Christmas 2019 and encourages community giving for those who are in need.

A handwritten signature in black ink, reading "D. Ellenwood". The signature is written in a cursive, flowing style.

Dave Ellenwood
DIRECTOR PARKS, RECREATION & CULTURAL SERVICES

DN:ob:tc

Attachment

P:/admin/tc/dn/Christmas Bureau 2019 Commission report

Copied to: City Manager
Director Corporate Services
Director Finance



September 10th, 2019

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 Burnaby Community Services and our Burnaby Christmas Bureau program. I am writing 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 generous 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 \$195,679 in holiday items to 3,525 people - including 1,550 children, 94 seniors and 67 unique individuals (those who are homeless or at risk of homelessness).

During my time with the Bureau the Burnaby Parks, Recreation & Cultural Services has been supporting us. First with the Loonie, then Toonie, and half price nights on the first late night of Heritage Christmas at the Burnaby Village Museum. Since 2011, with the introduction of free admission, ticket sales for the restored 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 the Burnaby Village Museum's Heritage Christmas, Bright in Burnaby, on November 30th, 2019 from 5pm until 9pm.

Thank you again for your ongoing support,

MJ Buck
Program Manager, Burnaby Christmas Bureau

Burnaby Community Services
EMPOWERING PEOPLE CHANGING LIVES

2055 Rosser Avenue • Burnaby, BC V5C 0H1 • 604-299-5778 • www.BbyServices.ca