

COMMISSION REPORT

TO: CHAIR AND MEMBERS
PARKS, RECREATION & CULTURE
COMMISSION

DATE: 2021 Nov 02

FROM: DIRECTOR - PARKS, RECREATION &
CULTURAL SERVICES

FILE: 66000-01

SUBJECT: BURNABY CHRISTMAS BUREAU PROMOTIONAL SUPPORT 2021

PURPOSE: To obtain approval for a promotional initiative in support of the Burnaby Christmas Bureau at the Burnaby Village Museum Heritage Christmas 2021.

RECOMMENDATIONS:

1. **THAT** approval be granted for a promotional initiative in support of the Burnaby Christmas Bureau at the Burnaby Village Museum Heritage Christmas 2021 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, 2021 December 04 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 the Program Manager of the Burnaby Christmas Bureau.

REPORT**1.0 INTRODUCTION**

The Burnaby Village Museum (BVM) is presenting Heritage Christmas from 2021 November 27 to 2022 January 03 (closed December 24 and 25). Site admission is free to the public.

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 period being considered is from 5 p.m. to 9 p.m. on 2021 December 04.

To: Parks, Recreation & Culture Commission
From: Director - Parks, Recreation & Cultural Services
Re: BURNABY CHRISTMAS BUREAU
PROMOTIONAL SUPPORT 2021

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In past years this request has been supported by Commission generating approximately \$1,500 in donated revenue to the 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 BACKGROUND

During the global pandemic, health and safety rules apply. It is anticipated that appropriate visitor attendance management protocols will be in place for the 2021 Heritage Christmas to permit the access to the Carousel. Therefore, the approval requested here is contingent on that.

4.0 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 2021 as outlined in this report. It is further recommended that approval be granted to donate revenue from the Carousel ride sales from 5 p.m. to 9 p.m. on Saturday, 2021 December 04 to the Burnaby Christmas Bureau. It is further recommended that a copy of this report be sent to the Program Manager of the Burnaby Christmas Bureau.

To: Parks, Recreation & Culture Commission
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The partnership allows for a promotional opportunity for the Christmas Bureau and the Museum at Heritage Christmas 2021 and encourages community giving for those who are in need.

A handwritten signature in black ink, reading "D. Ellenwood". The signature is fluid and cursive, with the first name "D." and the last name "Ellenwood" clearly visible.

Dave Ellenwood
DIRECTOR - PARKS, RECREATION & CULTURAL SERVICES

DE:DN:tc

Attachment

P:/admin/tc/dn/2021 Heritage Christmas Bureau Commission report

Copied to: Chief Administrative Officer
Deputy Chief Administrative Officer and Chief Financial Officer
Director Corporate Services



BURNABY
COMMUNITY
SERVICES

Attachment #1

November 2, 2021

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

Re: Carousel Rides for the Burnaby Christmas Bureau

Dear Mr. 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 assisted more than 2,600 children, seniors, homeless and at-risk individuals, and families in need by providing them with toys, gifts, hampers and essential items.

We have a long-standing relationship with Burnaby Parks, Recreation & Cultural Services and we are very appreciative that you have been supporting our Burnaby Christmas Bureau over the years. This goes back to 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 our Christmas Bureau Program.

We would like to ask that Burnaby Parks, Recreation & Cultural Services consider once again supporting the Burnaby Christmas Bureau by donating all carousel ticket sales during the Burnaby Village Museum's Heritage Christmas, Bright in Burnaby this year on December 4, 2021 from 5pm until 9pm.

Thank you again for your ongoing support.

Best regards,

Alex Munroe
Executive Director, Burnaby Community Services

Burnaby Community Services
EMPOWERING PEOPLE CHANGING LIVES

2055 Rossier Avenue • Burnaby, BC V5C 0H1 • 604-293-5778 • www.bbyServices.ca