

Culture Special Event Program Review



Purpose

To seek feedback from PRC Committee on the results of the Special Event Program Review and changes in 2024 and beyond.

Agenda

Scope

Context

Methodology

Findings – What's Working

Findings – Areas of Focus

1. Stabilization – Program Changes & Funding
2. Evaluation Framework – Draft Vision & Objectives
3. Infrastructure and Servicing Investments
4. Support for Community Event Organizers

Areas for Future Study

Review Scope

Burnaby Blooms

**National Indigenous Peoples'
Day**

StreetFest on Central

**Free Summer Community
Programs**

Classical Weekend

Burnaby Pride

Burnaby Blues & Roots Festival

Central Spark

**Burnaby Village Museum:
Haunted Village**

Context

- ✓ **Growth and Change**
- ✓ **Community Participation**
- ✓ **Cost escalations**
- ✓ **Some Data**
- ✓ **Professional team**





Methodology

- Review of expenses and revenues, attendance, demographics
- Documentation including Council decisions, organizer debriefs and on-site attendee surveys
- Impact of recent adjustments to focus on free, large scale, broadly accessible events

Findings – What's Working?



140,000 ++ Attendees in
2023



Community organizations
and volunteers



Unique, Diverse and Free

Findings – Areas of Focus

- **Focus on stabilization in 2024**
- **Work towards an evaluation framework and multi-year funding commitments**
- **Upgrade event spaces with service connections and event infrastructure**
- **Support community event organizers**
- **Areas for future study**

1. Stabilization- 2024 Program Changes

Burnaby Blooms – focused on Deer Lake Park with some displays at the BC Parkway

Free Summer Community Events – neighbourhood level performances and events returns to pre-pandemic schedule.

New Music Event at Deer Lake – a new event with diverse music and increased audience capacity and the same excellent audience experience

Haunted Village at the Burnaby Village Museum – scale programming in alignment with 2019 Haunted Village

1. Stabilization - Funding

The Program would benefit from stable, multi-year funding commitments





2. Evaluation Framework:

Draft Vision:

Burnaby consistently delivers accessible, safe and diverse special events that:

- *reflect community's cultural aspirations;*
- *contribute to vibrant parks, streets and neighbourhoods; and*
- *create memorable experiences for residents and visitors.*

2. Evaluation Framework

Draft Objectives:

- 1. Special events allow residents to participate in shared cultural experiences, improving community cohesion.*
- 2. Residents and visitors have access to diverse, high quality artistic and cultural performance and other forms of expression.*
- 3. Equity deserving artists have support to create new work, perform, develop audiences and build awareness of their work in Burnaby.*
- 4. Host Nation artists and forms of cultural expression are visible and supported.*
- 5. Public spaces are welcoming, safe and activated for all ages and demographics.*



3. Infrastructure & Servicing Investments

Service connections and infrastructure upgrades will reduce event costs and the complexity of production.



4. Support for Community Event Organizers

Improvements to support in two key areas:

- Festivals Burnaby Grant Program
- Community Special Event Process Review

AREAS FOR FUTURE STUDY

- **Quantifying the input of other departments to Special Events**
- **Supporting a growing City with new event spaces**
- **Building Burnaby's Cultural Industries**

Thank you!

Any Questions?