



Item.....
Meeting.....2017 Nov 27

## COUNCIL REPORT

**TO:** CITY MANAGER **DATE:** 2017 Nov. 16

**FROM:** DIRECTOR PARKS, RECREATION & CULTURAL SERVICES **FILE:** 51000-30

**SUBJECT:** BURNABY CHRISTMAS BUREAU PROMOTIONAL SUPPORT 2017

**PURPOSE:** To request Council approve a promotional initiative and donation of revenue from Burnaby Village Museum Carousel ride sales on 2017 December 02 to the Burnaby Christmas Bureau.

**RECOMMENDATIONS:**

1. **THAT** Council approve a promotional initiative in support of the Burnaby Christmas Bureau at the Burnaby Village Museum at Heritage Christmas 2017 as outlined in the attached report.
2. **THAT** Council approve to donate revenue from the Burnaby Village Museum Carousel ride sales from 4 p.m. to 9 p.m. on Saturday, 2017 December 02, to the Burnaby Christmas Bureau

**REPORT**

At its 'Open' Meeting of 2017 November 15, the Parks, Recreation and Culture Commission received the attached report and adopted the four recommendations contained therein.

Dave Ellenwood  
DIRECTOR PARKS, RECREATION AND CULTURAL SERVICES

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**Attachment**

Burnaby Christmas Bureau Promotional Support 2017 (2017.11.20)

Copied to: City Manager  
Director Finance



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## COMMISSION REPORT

**TO:** CHAIR AND MEMBERS  
PARKS, RECREATION & CULTURE COMMISSION

**FROM:** DIRECTOR PARKS, RECREATION &  
CULTURAL SERVICES

**SUBJECT: BURNABY CHRISTMAS BUREAU PROMOTIONAL SUPPORT 2017**

**PURPOSE:** To request Commission's approval for a promotional initiative in support of the Burnaby Christmas Bureau at the Burnaby Village Museum at Heritage Christmas 2017.

**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 2017 as outlined in this report.
2. **THAT** approval be granted to donate revenue from the Burnaby Village Museum Carousel ride sales from 4 p.m. to 9 p.m. on Saturday 2017 December 02 to the Burnaby Christmas Bureau.
3. **THAT** Council be asked to concur.
4. **THAT** Mr. Stephen D'Souza, Executive Director of the Burnaby Christmas Bureau be so advised.

**REPORT**

The Burnaby Village Museum is presenting Heritage Christmas from 2017 November 25 to 2017 January 05 (closed December 24 and 25). Admission is free to the public.

A request (Attachment #1) from Burnaby Community Connections for their Burnaby Christmas Bureau program is seeking Commission approval for the donation of some Carousel ride revenue for charitable purposes. The Village Museum has extended hours from 1 p.m. to 9 p.m. from 2017 December 16 to 2018 January 05 (except for December 24 and 25). The period being considered is from 4 p.m. to 9 p.m. on 2017 December 02.

To: Parks, Recreation & Culture Commission  
From: Director Parks, Recreation & Cultural Services  
Re: BURNABY CHRISTMAS BUREAU  
PROMOTIONAL SUPPORT 2017

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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 honoured.

It is recommended that the Carousel ride revenue from 4 p.m. to 9 p.m. on Saturday, 2017 December 02 be donated to the Burnaby Christmas Bureau, excluding member pass holders.

This partnership allows for a promotional opportunity for the Christmas Bureau and the Museum for Heritage Christmas 2017 and encourages community giving for those who are in need.



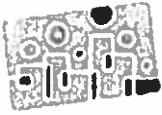
Dave Ellenwood  
DIRECTOR PARKS, RECREATION & CULTURAL SERVICES

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Attachment

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Copied to: City Manager



**BURNABY  
COMMUNITY  
SERVICES**

Attachment #1

October 18, 2017

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,

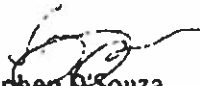
Thank you for your ongoing support of the Burnaby Community Services and our Burnaby Christmas Bureau program. I am writing today to ask if you will continue to help families with low income, seniors experiencing isolation and those suffering with extreme poverty this Holiday Season through the donation 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 \$191,569 in holiday items to 3,100 people—including 1,739 children, 137 seniors and 35 unique individuals (those who are homeless or at risk of homelessness).

For as long as I can remember the Burnaby Parks, Recreation & Cultural Services has been supporting the Bureau. First with Loonie, then Toonie, and half price nights on the first late night of Heritage Christmas at the Burnaby Village Museum from 2002 to 2010. Since 2011, with the introduction of free admission, tickets sales on the restored 1912 C.W. Parker 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 Burnaby Village Museum's Heritage Christmas, Bright in Burnaby, on December 2<sup>nd</sup>, 2017, from 4pm until 9pm.

Thank you again for your ongoing support,

  
Stephen B. Souza,  
Executive Director

Burnaby Community Services  
**EMPOWERING PEOPLE CHANGING LIVES**