

ITEM 1
MANAGER'S REPORT NO. 43
COUNCIL MEETING 1981 09 21

RE: CONCESSION FOR ARTS CENTER COMPLEX AND CENTURY PARK

ACTING MUNICIPAL MANAGER'S RECOMMENDATION:

1. *THAT the recommendation as contained in the report of the Parks and Recreation Administrator be adopted.*

* * * * *

1981 September 14

TO : MUNICIPAL MANAGER
FROM: ADMINISTRATOR, PARKS & RECREATION
RE : CONCESSION FOR ARTS CENTRE COMPLEX AND CENTURY PARK

RECOMMENDATION:

1. THAT Council give approval to staff to proceed with an application for a Class "A" Liquor Licence for the Burnaby Arts Centre.

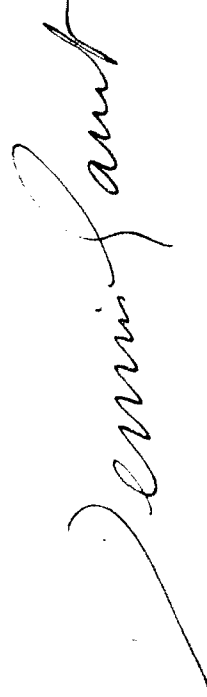
REPORT

At its meeting of 1981 September 16 the Parks & Recreation Commission received the attached report on the provision of a concession and liquor service bar at the Burnaby Arts Centre. The Commission approved the recommendations contained in the report.

The liquor service bar to be provided in the Lobby of the Theatre requires a Class "A" operating licence and Council approval is requested for this application.

As indicated in the report the bar will serve, primarily, the evening adult theatre audience. The availability of liquor, beer and wine for theatre audiences is a common long-standing practice in Vancouver and theatre-goers have come to expect this service. The Playhouse Theatre, the Queen Elizabeth, the Arts Club and Metro Theatre have had bars for intermission and after-show services for seventeen years. For the Saturday Matinee Children's Theatre series the bar would be closed and only hot and cold drinks and snacks suitable for a children's audience would be available. Food service only will also be provided during Craft Market operations.

Full details of anticipated costs, revenue potential and staffing requirements are contained in the attached report.



DENNIS GAUNT
ADMINISTRATOR

RE: CONCESSION FOR ARTS CENTRE COMPLEX AND CENTURY PARK

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RECOMMENDATIONS:

1. THAT the Commission give approval to proceed with an application for a Class "A" Liquor Licence for the Burnaby Arts Centre.
2. THAT the Commission so recommend to Council.
3. THAT the Commission approve the expenditure of up to \$3,000.00 from the 1980 C.I.P. budget to hire an architect to develop detailed plans and cost estimates for the construction of a concession area for the Arts Centre complex.
4. THAT the Commission approve the expenditure of up to \$22,000.00 from the 1981 C.I.P. for the construction of the concession.

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REPORT

Over the past few years there has been a growing need for a professionally equipped and operated concession for Century Park. This need has been identified by the Fine Arts Section staff through discussions with the major user groups, particularly the Arts Council, Craft Market vendors and patrons, the community arts organizations who regularly use the facility for meetings or performances, members of the general public who attend performances and special events and casual park users.

This report defines the need and justification for a suitable food and liquor service in the Arts Complex.

Addendum I gives a breakdown of the types of use and approximate numbers of individual users of the Arts Centre facilities. The attendance figures of Heritage Village and the Art Gallery can be added to the Centre attendance as potential users of the concession. Even considering that some of the users may attend more than one event in a day, i.e.: Craft Market, Village, Gallery, it can be estimated that approximately 200,000 people go through Century Park per year.

These 200,000 people are presently being served by two food service outlets in Century Park:

1. Heritage Village Ice Cream Parlor: This facility provides hot and cold drinks and light snack service to the patrons of the Village, i.e.: one must pay admission to the Village before one can make use of this facility.
2. Burnaby Concert Band Society concession in the Arts Centre: This service provides hot and cold drinks, pastries and hot dogs, candy bars and chips. It is operated by volunteers as a revenue-producing project for the Concert Band. It operates from 19:00 - 21:00 h, Monday to Thursday; Saturday from 12:30 - 15:00 h and during the Craft Markets and other Special Events and theatre performances.

Generally speaking, the proposal to provide a professionally operated food service outlet is based on two factors: that the users of the complex and the Park are not being properly served by the present situation and that a professionally equipped and operated concession would be a new revenue source for the Parks & Recreation Department.

The proposal for a permanent concession area in the Arts Centre operated by Parks & Recreation has been discussed with members of the Concert Band executive many times over the past two years. The proposal was explained to them and the Arts Council to get their collective response to the idea.

They all agreed that it was a necessary service and in view of the increasing activities at the Centre and the declining membership of the Concert Band, it would be sensible to put the operation on a professional basis. The Concert Band Society has found it difficult over the past year, to find a sufficient number of volunteers to man the concession also due to their declining membership.

The proposition presented for Commission approval is based on the conceptual plan produced by W. Goodbrand and Associates, food service consultants. Due to the mix of activities and age range of the users, i.e.: evening theatre performances for adults, Saturday children's theatre performances, adult and children's classes, family groups at Craft Markets and special events in the Park, it is proposed that there be two separate but connected services.

1. A cafeteria-style soup and sandwich counter, located in the Foyer of the main building, which would cater to all the Centre users and the Summer park users. Tables could be placed on the covered patio for summer use (See Goodbrand and Associates' sketches).
2. A liquor service bar in the Lobby of the Theatre. This would primarily serve the evening adult theatre audience. The availability of liquor, beer and wine for theatre audiences is a common long-standing practice in Vancouver and theatre-goers have come to expect this service. The Playhouse Theatre, the Queen Elizabeth, the Arts Club and Metro Theatre have had bars for intermission and after-show services for seventeen years. For the Saturday Matinee Children's Theatre series the bar would be closed and only hot and cold drinks and snacks suitable for a children's audience would be available. A Class "A" licence under the Liquor Control and Licencing Act will adequately cover this operation (See Addendum II).

Preliminary discussions regarding this concept have taken place with representatives of the Burnaby Environmental Health Department, the Burnaby Fire Prevention Department and Mr. Trusdale of the Provincial Liquor Inspection Branch. Each of these agencies gave a positive reaction to the concept with the proviso that the final plans be drawn to conform to the various Acts and Codes or By-Laws. These would be adhered to by the architect involved in collaboration with the Building Department.

Hours of Operation:

The hours of operation of the concession would conform to the varying use pattern. The concession would operate only during demand periods, September to June as follows:

Classes and Meetings	Monday-Thursday, weekly 18:00 - 22:00 h
Children's Classes and Children's Theatre Series	Saturday 09:30 - 15:30 h
Theatre Operation	Wednesday to Saturday 20:00 - 23:00 h
Craft Markets	Every second Sunday throughout the year 11:00 - 17:00 h, plus a 10-day market during December.

The nature of use 08:30 - 18:00 h Monday to Friday, would not warrant the services of the concession.

A park use pattern for the summer months would have to be assessed before a final operating schedule could be established, but the concession might potentially be viable on Saturday and Sunday from 11:00 - 17:00 h and from 11:00 - 15:00 h on weekdays. A successful experiment in Summer Theatre was undertaken during July and August 1980, and if this were repeated each summer, it would provide additional theatre bar operation potential.

The Summer School and Kidzart Camp would be adequately served during the weekday schedule outlined above. It is also feasible that the liquor licence might extend to the casual park users during the summer months, providing a pleasant beer garden atmosphere for their enjoyment. This use would be determined by the limitations of the Class "A" Licence and "real" demand.

Staffing:

To cover the above pattern of use, it is estimated that the operation would require approximately 60 hours of staff time per week. This includes setting up, cashing in, ordering and picking up of supplies, etc. Additional time would be required during special event activities such as the Burnaby Days Festival and Christmas Craft Markets, but this would be organized as required. Staffing would consist of one or two part-time persons as required. Staff costs estimates are detailed under section "Market-Revenue Potentials".

Schedule of Development:

1. Architect detail plan and cost estimate - Fall 1981.
2. Building, Health, Departments approvals of plan. Approvals under the Liquor Control and Licencing Act - Fall 1981.
3. Development of Phase I, i.e.: liquor service for theatre and some food service - Spring 1982.

Future consideration:

4. Development of Phase II, i.e.: extension of food service to include full cafeteria-style outlet. To be determined by demand and priorities within future capital development budgets. Estimated to be complete in 1983.

Capital Cost Requirements:

It is proposed that the establishment of a permanent concession be carried out in two phases, thereby spreading out the capital cost investment over two or three years and at the same time providing some return on the investment in the first year of the operation.

Phase I is for the provision of the theatre bar portion of the concession. This would also allow for the serving of hot and cold drinks and some prepared snack items. Phase I will provide a basic service to the adult and children's theatre audiences and to the regular users of the centre.

Phase II is for the installation of the cafeteria style counter, equipment and services, which would then provide a varied food service to all regular and casual users of the centre and the park.

A preliminary estimate prepared by W. Goodbrand and Associates indicated approximately \$75,000 overall capital costs for all suggested equipment and necessary millwork according to their conceptual plan. This cannot be confirmed until detailed architectural plans and cost estimates have been secured. The following C.I.P. schedule is proposed:

<u>1980 C.I.P. (approved)</u>	\$7,500
Conceptual proposal W. Goodbrand and Associates. (carried out)	\$1,200
Architects detail plans and cost estimates (proposed)	\$3,000 \$4,200
Balance forwarded from 1980 C.I.P.	\$7,500-\$4,200= \$3,300
<u>1981 C.I.P. (approved)</u>	\$22,000
\$22,000 + \$3,300 forwarded from 1980 =	\$25,300
This is required to carry out Phase I of the operation.	

1983 C.I.P. (proposed)

Funds to complete Phase II development; amount to be determined.

This proposal is based on current use patterns and identified potential markets. Following is a breakdown of user groups, activity components, and the anticipated revenues and costs associated with providing a concession service to these groups.

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MARKET AREAS REVENUE POTENTIAL

1. Theatre Bar Sales (Market Area 1)

Total attendance all performances:

1979	23315 @ 203 performances
1980	<u>24144 @ 190 performances</u>
	47459 393 "

Average attendance 121 persons @ 196 performances.

Approximately 75 performances are for children leaving 196 - 75 = 121 adult performances average per year.

Total number of adults at performances: 121 x 121 average - 14641 per year.

Bar Sales based on adult attendance at performances. (Market Area 1)

Revenue:

75% of 14641 = 10981 x \$1.50 average amount spent = \$16,471

Costs:

Labour costs based on 2½ hour performance length.

121 performances x 5 hour shift = 605 hrs. x \$10. per hour = 6050.
extra help for large attendances 200 hours x \$7. per hour = 1400.
bar supplies based on consumption = 5000.

additional bar supplies (coffee, soft drinks) = 1000

maintenance costs (breakage etc.) = 500

administrative costs 60 x 1 hour x \$10. per hour = 600

14,550 14,550

Net on bar sales

1,921

2. Theatre - Childrens Events (Market Area 2)

Total attendance

approximately 75 performances x 242 persons average = 18150

Revenue

Snack Bar (phase 1) sales for childrens events.

75% of 18150 = 13162 x \$.75 =

10,208

It is anticipated that a larger percentage of children will purchase snacks than has been estimated for adult bar sales. i.e. 75% above.

Costs:

Supplies 1/3 of 10208

= 3402.

Labour 75 performances x 4 hours x \$10.

= 3000.

6402. 6,402

Net on childrens' Events

\$ 3,806

3. Centre - Childrens Programs (Market Area 4)

Since the majority of childrens programs (classes) take place on Saturday mornings and the majority of childrens events (performances) are also on Saturdays, Market Areas 2 and 4 are linked.

Total attendance: 26 program sessions x 200 persons = 5200

Revenue:

75% of 5200 = 3900 x \$.75 =

\$ 2,925

Costs:

supplies 1/3 of 2925

= 975.

labour 26 x 2 hours x \$10.

= 520.

administrative costs 26 x 1 hour x \$10.

= 260.

\$1755. (\$ 1,755)

\$ 1,170

net on childrens programs

4. Combined Total of Childrens Market

	<u>Costs</u>	<u>Revenue</u>	<u>Net</u>
Market Area 2	6,402.	10,208.	3,806.
Market Area 4	1,755.	2,925.	1,170.
Totals	<u>\$8,157.</u>	<u>\$13,133.</u>	<u>\$4,976.</u>

5. Centre - Classes and Meetings - Adults (Market Area 3)

Attendance reports show approximately 400 adults attend classes in the Centre per week and another 400 attend meetings, rehearsals or other community group activities per week. Both of these group activities are seasonal and concentrated on Monday to Thursday evenings. The theatre performances generally are from Wednesday to Saturday evening which means the bar operation would also cover the adult market area on Wednesday and Thursday evening with no additional labour costs. Labour costs for this market area are consequently calculated for Monday and Tuesday evening only.

Total attendance:

Classes - 28 weeks x 4 days x 100 participants = 11200

Meetings - 36 weeks x 4 days x 100 participants = 14400

25600

Revenue:

In Phase I this market area would probably only buy hot and cold drinks and light snacks ie: doughnuts, pie, snack items. There is potential here for fuller food service when Phase II is completed.

Phase I Revenue:

50% x 25600 = 12800 x \$.75 =

\$ 9,600

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Costs:

supplies 1/3 of 9600
labour 36 x 2 days x 4 hours x \$10.
maintenance
administrative costs 36 x 2 x 1 hour x \$10.
= 3200.
= 2880.
= 1000.
= 720.
\$7700. (\$ 7,700)

net on Market Area 3 \$ 1,900

6. Centre - Craft Markets (Market Area 5)

There are 18 regular Craft Markets operating on the 1st and 3rd Sundays throughout the year. (Except January and only one market in February, March, and April.) In addition there is a special 9 day Christmas Craft Market which will be included in the Market Area 6 report on Special Events.

Total attendance:

18 markets x approximately 2000 average = 36000

Revenue:

50% of 36000 x \$1.25 =

\$22,500

Costs:

supplies 1/3 of 22500

labour 18 x 7 hours x 1 x \$10.

18 x 4 hours x 1 x \$7.

administrative costs 18 x 1 hour x \$10.

maintenance

= 7500.
= 1260.
= 504.
= 180.
= 500.

\$9944. (\$ 9,944)

net on Market Area 5 \$12,556

7. Centre - Special Events (Market Area 6)

There have been, over the past several years, major Festival type special events in Century Park. It is assumed these activities will continue since they have proven so popular with the public. The nature of the event may change but they fall within three general time frames:

Total attendance:

Spring Festival (Burnaby Days) 10000.

Summer Festival (B.C. Day Weekend) 10000.

Winter Festival (Christmas in Century Park) 10000.

Summer Sundays in Century Park 5000.

(other than Craft Market days) 35000.

Revenue:

For Phase I revenue is projected on hot and cold drinks and snacks only.

This revenue would increase as Phase II food service was provided.

50% of 35000 x \$1.25 =

\$21,875

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Labour
 Spring and Summer Festivals - 3 days each
 Winter Festival - 4 days each
 Summer Sundays - 5 days each
 12 days x 8 hours x 1 x \$10.
 12 days x 4 hours x 2 x \$7.

= 960.
 = 672. **108**

total labour

supplies 1/3 of 21875
 maintenance

1632.
 = 7291.

administrative costs 12 days x 1 hour x \$10.

= 500.

= 120.

total costs

\$9543. (\$ 9,543)

net on Market Area 6

\$12,332

8. Centre - Summer School / Kidzart (Market Area 7)

Total attendance:

60 adults x 15 days = 900
 48 child x 20 days = 960
 1860

Revenue:

75% of 1860 = 1395 x \$1. =

\$ 1,395

Costs:

supplies 1/3 of 1395

= 465.

labour 4 hours x 20 days x \$10.

= 800.

\$1265. (\$ 1,265)

net on Market Area 7

\$ 130

This is primarily a service area with little return, however by having the facility open daily from 10:00 to 14:00 h there is potential for a staff lunch trade and casual park user trade which could increase this net return.

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SUMMARY

Potential Market Areas

1. Theatre - bar sales
2. Theatre - childrens events
3. Centre - classes and meetings
4. Centre - childrens programs
5. Centre - craft markets
6. Centre - Special Events
7. Centre - Summer School / Kidzart Camp

Phase I

1. Theatre, liquor sales
2. Theatre, snacks / soft drinks
3. Centre, classes and meetings, snacks / soft drinks
4. Centre, children programs, snacks / soft drinks
5. Centre, craft markets, snacks / soft drinks
6. Centre, Special Events, snacks / soft drinks
7. Centre, Summer School / Kidzart, snacks / soft drinks

Phase II

1. Theatre, liquor sales
2. Theatre, snacks / soft drinks
3. Centre, classes and meetings, full food service
4. Centre, children programs, lunches, snacks
5. Centre, craft markets, full food service
6. Centre, Special Events, full food service
7. Centre, Summer School, lunches, snacks

Revenue / Cost Synopsis Based on Market Areas

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Costs

Market Area	Supplies	Labour	Maintenance	Administration	Total	Revenue	Net
1	6,000	7,450	500	600	14,550	16,471	1,921
2	3,402	3,000			6,402	10,208	3,806
3	3,200	2,880	1,000	720	7,800	9,600	1,800
4	975	520		260	1,755	2,925	1,170
5	7,500	1,764	500	180	9,944	22,500	12,556
6	7,291	1,632	500	120	9,543	21,875	12,332
7	465	800			1,265	1,395	130
Totals	28,833	18,046	2,500	1,880	5,259	84,974	33,715

The above figures are based on a Phase I facility which would be adequately equipped to provide: full bar service for the theatre, hot and cold drinks and snack service for the theatre with a suitable servery for the centre for similar snack service.

A Phase II facility providing for full food service i.e.: hot and cold lunches, soup and sandwiches, pre-packaged meals etc., would increase the revenue potential without increasing the labour costs since the serving times would remain about the same. The anticipated cost for phase II is \$40,000 to \$50,000. This phase and cost will be considered as part of a future C.I.P. budget.

The Arts Centre presently is providing a vending service which includes the sale of candy bars, hot and cold drinks. This is a very basic service. The level of sales however in 1980 was \$11,415.

	<u>Canned Drinks</u>	<u>Hot Drinks</u>	<u>Snacks</u>	<u>Total</u>
Sales	4,268.76	3,468.40	3,677.96	\$11,415.12
Commission	648.79	742.20	525.88	\$ 1,916.87

These sales levels is another indication of the existing need for a more extensive concession service.

The Century Park Complex is now at a stage of development where a complimentary food-beverage service is needed. Also the resulting revenues will contribute positively to the off-setting of rising operating costs of our facilities. For these reasons it is recommended that this concession proposal be implemented.

c.c. Burnaby Art Gallery
Heritage Village
Burnaby Arts Council
Chief Building Inspector
Health Dept.
Treasury Dept.

ND:ps
Attach.

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Total known = 95,590 - based on other concession stats.

Municipal Hall and office buildings on Canada Way. (Potential for lunches)

unknown

unknown

Lunch time potential

Summer school, summer theatre, summer park users - mixed adults and children

School: approximately 4,000
 30 performances x 100 = 3,000
 (casual park users 7,000
 unknown-large potential here)

July, August
 09:30 - 17:00 h
 plus theatre evenings

Potential for tight lunch
 i.e.: picnic foods, plus above
 tight snacks

Craft Markets, 40-50 craftspeople all day, mixed adults and children

25 markets x 1,500 = 37,500

Sundays
 11:00 - 17:00 h

Snacks, tight lunches, hot and cold drinks, soup and sandwich menu. Summer markets outdoors (possible liquor sales)

General Theatre attendance - mixed adults, students, seniors, children-other than special children's productions

150 performances x 150 = 22,500

September to May
 Evenings Wednesday-Saturday
 19:00 - 23:00 h

Hot and cold drinks, liquor sales for evening performances

Adult classes and adult community group activities

Classes: 100 x 10 x 3 = 3,000

September to May
 Evenings Monday-Thursday
 18:00 - 23:00 h

As above with snacks, i.e. sandwiches and pie

Children's Theatre performances, Christmas and other special events

24 performances x 225 = 5,400

Christmas and Easter breaks
 14:00 - 16:00 h

As above

Children's classes and Saturday Theatre Series

Classes: 200 x 10 x 3 = 6,000
 Theatre: 125 x 50 = 6,250
 12,250

Saturday
 09:30 - 15:30 h

Candy bars, hot and cold drinks, doughnuts

TYPE OF SERVICE NEEDED

DAYS & TIMES

APPROXIMATE NUMBERS

ACTIVITY

ADDENDUM I

REGULATIONS APPLICABLE TO CATEGORIES OF ESTABLISHMENTS

17. (1) An "A" Licence may be issued to the following establishments: Hotels, resorts, clubs, recreational centres, aircraft, trains, motor vessels, international airports, municipally and Provincially owned cultural centres, universities, and military messes, and the following general regulations apply:
- (a) The general manager shall determine what types of liquor may be sold and consumed in the licensed establishment, and the types permitted shall be endorsed on the licence.
- (b) Beer and B.C. cider may be sold for off-premises consumption during the period the licensed establishment is open for the sale of liquor and one-half hour thereafter if the licence is so endorsed by the general manager.
- (c) No minors shall be permitted in an establishment licensed under this section, except in an aircraft, train, motor vessel, or those designated areas within a licensed establishment as approved by the general manager.
- (d) Subject to a limitation by the general manager in the licence, hours of sale shall be a maximum of 14 hours between 9 a.m. and 2 p.m. of the following day, but shall remain closed between the hour prescribed for closing on Saturday or early Sunday until the hour prescribed for the opening of business on the following Monday.
- (e) Notwithstanding paragraph (d), liquor may be sold and consumed in establishments licensed as recreational centres or Provincially or municipally owned cultural centres or clubs, but
- (i) only between the hours of 12 noon and 10 p.m. on Sundays; and
- (ii) only if a regular meal service is provided during the hours which liquor is being sold or consumed.
- (f) Maximum seating shall be in accordance with the Fire Marshal Act, but shall not in any event exceed 225 persons.
- (g) Unless exempted by the general manager, hot foods, wrapped sandwiches, snacks, hot beverages, soft drinks, fruit and vegetable juices shall be available at reasonable prices to the customers.