

THE CORPORATION OF THE DISTRICT OF BURNABY

REPORT OF THE GRANTS AND PUBLICITY COMMITTEE

HIS WORSHIP THE MAYOR
AND MEMBERS OF THE MUNICIPAL COUNCIL:

File: 2121

Madam and Gentlemen:

Your Committee would report as follows:

<u>Application No.</u>		<u>Recommendation</u>
11.	<u>Burnaby Family Life Institute</u>	\$2,200.

This organization, with the help of volunteers, provides programs to promote family life education and for the prevention of family problems within the community. During 1984-85, they plan to expand their services in the following areas:

- (1) Housing and administering the new Burnaby Lay Counselling Programme (for which they received a municipal grant approved by Council 1984 02 06, in the amount of \$2,225);
- (2) Increasing the availability of their "drop-ins"; and
- (3) Increasing community awareness of their services by widening their newsletter distribution and preparing a slide-tape presentation about their work.

For each of the years 1980 to 1983 inclusive, they received a grant in the amount of \$2,200. Since they anticipate a 5% cut in the grant received from the Ministry of Human Resources covering staff salaries and travel costs, and they also anticipate that additional costs will be incurred for office expenses as well as for the slide presentation, they are requesting an increased grant in the amount of \$4,200.

Owing to budget restrictions, your Committee would recommend no increase in this year's grant. It is recommended that \$2,200. be approved for 1984.

12. Canadian Diabetes Association nil

This organization requests a donation of \$250. towards their Vancouver fund-raising goal of \$150,000. in 1984. As this is a "new application" and owing to budget restrictions, your Committee recommends that this request be denied.

<u>Application No.</u>	<u>Recommendation</u>
13. Provincial Council of Women Of <u>British Columbia</u>	nil
<p>We have been advised that in May 1984, the above organization will be hosting the Annual Meeting of the National Council of Women of Canada at the Holiday Inn on Broadway, Vancouver. They are expecting 100 - 125 delegates from across Canada.</p> <p>We are also advised that historically, National meetings of this organization have included a civic reception and a Government sponsored banquet. The Municipalities of Vancouver, Burnaby and New Westminster are being asked to continue this support by considering a grant for a reception to welcome the delegates to the meeting.</p> <p>As this request does not come within our policy and guidelines respecting the administering of municipal grants, your Committee recommends that this application be denied.</p>	
14. <u>Easter Seal House Society</u>	nil
<p>The above Society has submitted a request for a donation towards the construction of a new "Easter Seal House" which is intended as a facility where mothers can stay for a night or several weeks while their children are being treated at British Columbia's Children's Hospital. This facility will open doors to 53 self-contained units that accommodate more than 100 people a night.</p> <p>The total amount needed to fund this entire project is approximately \$3 million. Money raised to date: \$1.5 million and the amount needed to reach their goal is \$1.5 million. They request a contribution towards this goal for their Easter Seal House Capital Fund.</p> <p>As this is a "new application" and owing to budget restrictions, your Committee recommends that no grant be awarded this organization for the purpose mentioned.</p>	
15. <u>PUBLICITY ITEM - B.C. Business Magazine</u>	nil
<p>Your Committee received a request to contribute an ad in a special March edition of the above magazine publicizing B.C.I.T. OPEN HOUSE - March 23, 24 and 25, 1984 in connection with the 20th Anniversary celebration of the Institute. The cost for 1/6th of a page was \$360. and a full page \$1,420.</p> <p>Owing to budget restrictions, your Committee was unable to recommend approval of this request. (For the information of Council, the request was received too near the deadline for printing in the magazine).</p>	

Application
No. _____

Recommendation

16. PUBLICITY ITEM - Caravan Stage Company nil

The above Stage Company which is located in Armstrong, B.C., is embarking upon an International Western Tour during 1984, 1985 and 1986. The Company claims to be North America's only horse-drawn open-air theatre. Five handcrafted painted wagons, drawn by matched bay Clydesdale horses, are accompanied by outriders and they transport a group of over 20 performers from all over Canada from town to town.

The Caravan will launch their International Western Tour in June of 1984, travelling the Southern portion of British Columbia into Washington and Oregon, through California, back up into Oregon and Washington, and finally, culminate its three-year tour in September 1986 at Expo'.

As "travelling ambassadors" to the Province of British Columbia, they hope to promote Tourism and Expo' by producing a souvenir magazine (of which the Ministry of Tourism has taken part) to act as a visitor's guide. They are requesting the contribution of an ad in this magazine giving information re points of interest, services and accommodations available in Burnaby. One page in the magazine would cost \$3,500., ½ page \$1,900., with costs gradually reducing down to 1/12th of a page costing \$450.

Owing to budget restrictions, your Committee recommends that this request be denied.

17. PUBLICITY ITEM - Trade and Commerce nil

A request has been received from the Publishers of the above business magazine for an ad to be placed in their May issue for inclusion with a "Market Survey on British Columbia". In their submission, they are asking that Burnaby budgets \$1,295. (additional cost for standard colours \$200.) for the May issue so that they may "put the sales message of our community" into the hands of business executives throughout Canada and the United States.

Owing to budget restrictions, your Committee recommends that this request be denied.

Respectfully submitted,

Donald N. Brown (Alderman)
Chairman, Grants and Publicity Committee.
Members: E. Nikolai (Alderman)
" V. V. Stusiak "

