

ITEM 20
MANAGER'S REPORT NO. 68
COUNCIL MEETING 89/10/23

RE: EXPANSION OF FIRST NIGHT CELEBRATION INTO BURNABY

MUNICIPAL MANAGER'S RECOMMENDATION:

1. THAT the recommendation of the Director Recreation & Cultural Services be adopted.

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TO : MUNICIPAL MANAGER 1989 OCTOBER 19
FROM : DIRECTOR RECREATION & CULTURAL SERVICES
RE : EXPANSION OF FIRST NIGHT CELEBRATION INTO BURNABY
PURPOSE: To provide a \$2,500 grant to the First Night Society for New Year's
Eve programming at Brentwood Mall.

RECOMMENDATION:

1. THAT a \$2,500 grant be awarded to the First Night Society.

REPORT

At its meeting of 1989 October 04, the Parks & Recreation Commission received the attached staff report on the above subject. The report was tabled pending further information.

At its meeting of 1989 October 18, the Commission lifted the above report from the table and at this time adopted the two recommendations contained therein.

The First Night Society has for two years conducted a successful New Year's Eve program in Vancouver which has attracted many Burnaby residents.

The evening is considered a family oriented activity and is alcohol free. It is an entertainment program that offers the chance to see many different types of arts performances. There is a \$5.00 charge for a First Night button which acts as admission to all events.

A publicity kit on the 1988 First Night activities is available for viewing in the Municipal Clerk's Office.


DENNIS GAUNT

DIRECTOR RECREATION &
CULTURAL SERVICES

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RE: EXPANSION OF FIRST NIGHT CELEBRATION INTO BURNABY

RECOMMENDATIONS:

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1. THAT a \$2,500 grant to the First Night Society be approved.
2. THAT Council be asked to concur.

REPORT

After two years the First Night celebration in Vancouver is considered to be an outstanding success. This year, First Night will attempt to expand the celebration to the North Shore and into Burnaby.

In Burnaby, they have made an accommodation with Brentwood Mall and have struck a budget of \$25,000. Brentwood is to provide \$10,000 and the First Night Society the remaining \$15,000 which will be a draw on their general private sponsors.

We are in receipt of a letter dated 1989 September 15 from the First Night Society asking that the Corporation of Burnaby become a partner in First Night by providing a \$2,500 grant towards the \$15,000 which the First Night Society have undertaken to raise. A copy of the letter is attached.

From these modest beginnings, if successful, it is hoped that the First Night practise of seeking assistance from the private sector will fund any expanded program. Burnaby will probably continue to be asked to provide a small sustaining grant.

In Vancouver, the budget is \$475,000 and towards this, the City of Vancouver provided a grant of \$17,000 in 1989. From the success experienced in Vancouver and other Cities across North America, the establishment of a First Night celebration in Burnaby is looked upon as a positive move.

Staff would therefore support the application. Funds have not been provided in the 1989 Annual or Recast Budget for this purpose. They would therefore have to be drawn from the 1989 Operating Contingency.

If the Commission approves this recommendation, it will be necessary to request Municipal Council's approval because the Commission does not have the authority to either make a grant unilaterally or draw on the Corporation's Operating Contingency.

DG:hh
Attach.

C.C.
Director Finance

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DIRECTOR'S REPORT NO. 19

COMMISSION MEETING 89/10/04

ATTACHMENT #1

F I R S T N I G H T

September 15, 1989

Mr. Dennis Nokony
Arts Development Officer
Parks & Recreation Department
6450 Deer Lake Avenue
Burnaby, B.C.
V5G 2J3

Dear Mr. Nokony:

Further to our telephone conversation this morning, I am enclosing a FIRST NIGHT publicity kit for your perusal. FIRST NIGHT-Vancouver Celebration of the Arts Society is in high gear, getting ready for this year's festival.

As you know, after only 2 years, FIRST NIGHT is at capacity (crowd-wise) in the downtown core of Vancouver. It is for this reason that we are extending our boundaries and expanding. We are presently in negotiations with Lonsdale Quay and the three municipalities on the North Shore to expand FIRST NIGHT to the North Shore this year. We are also in negotiations with Brentwood Mall in Burnaby to make Brentwood a FIRST NIGHT venue.

It is in this regard that I am writing to you. Although FIRST NIGHT had budgeted to expand this year and indeed we are doing so, we had not planned to include Burnaby and the North Shore until 1990. These opportunities have now arisen and we certainly would love to be able to include them in our festival this year. Brentwood is willing to pay for a major portion of the programming at their venue but we feel that this is something the municipality of Burnaby should also support.

We realize it is late in the year to be requesting a grant but we would ask for only a show of support, possibly \$2,500. This is the same amount we are requesting from all three municipalities on the North Shore. We hope this amount might be available from some discretionary fund. Of course, the Brentwood venue will be included in all our publicity and if the municipality sees fit to give us a grant, they of course would be listed on our Program, etc.

Do not feel it is too late for this year - it is not. FIRST NIGHT has all systems in place and we will provide a well organized and fully staffed venue in Burnaby.

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COMMISSION MEETING 89/10/04



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FIRST NIGHT provides:

- 1) technical staff (paid) and technical set up.
- 2) site co-ordinator and volunteers.
- 3) complete programming and of course all artists who perform at FIRST NIGHT are paid.
- 4) publicity

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We will also contact the Burnaby Arts Council as they may want to get involved with volunteers, etc.

FIRST NIGHT has many Burnaby-based artists performing and of course Burnaby residents by the thousands frequent FIRST NIGHT. It is hoped that residents who are unable to come downtown, those with small children or those who don't like huge crowds and simply don't want to come downtown will visit the Burnaby FIRST NIGHT venue and still be involved in the wonderful alcohol-free Arts Festival that is FIRST NIGHT.

Admission will be by a \$5 FIRST NIGHT button which will be on sale at Brentwood Mall and through our sponsors' retail outlets.

I thank you for your prompt attention to this matter and hope we can push for a prompt decision from Mayor and Council.

Let me know the next step and of course if you need more information please call me.

Sincerely,

Faye McMyn
Co-Producer

P.S. FIRST NIGHT will not profit from this at all. All monies from Burnaby will go into Burnaby programming. This includes artists and technical set up.

encl: Publicity kit

C.C. Elizabeth Elwood, President
Burnaby Arts Council

Margaret Franz, Executive Director
Burnaby Arts Council

Janice MacLean, Marketing Director
Brentwood Mall