

ITEM 10
MANAGER'S REPORT NO. 3
COUNCIL MEETING 91/01/21

TO : MUNICIPAL MANAGER 1991 JANUARY 11

FROM : DIRECTOR RECREATION & CULTURAL SERVICES

RE : MUSIC '91 INQUIRY

PURPOSE : The purpose of this report is to address a request from MUSIC '91 for municipal participation in the "StreetScape" promotion program.

RECOMMENDATIONS

1. THAT staff continue to remain in contact with Music '91 to assist where feasible.
2. THAT a copy of this report be sent to Mr. Robln Lecky.

REPORT

A letter dated 1990 December 07 from Mr. R. Lecky appeared on the agenda for the 1991 January 14 meeting of Council.

The Arts Division of Parks and Recreation has been in contact with the staff of Music '91 on several occasions. As the new coordinators of Burnaby Lake Discovery Day, the Division has agreed to include some Music '91 talent on stage at the July 1991 event. To date, this is the only scheduled appearance in Burnaby of acts coordinated by the Music '91 group.

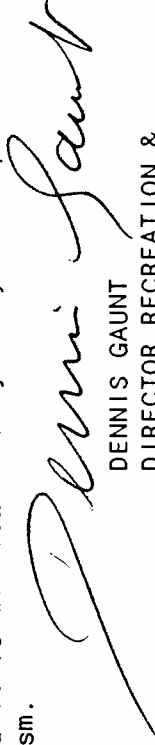
The Music '91 program is a provincially-initiated concept designed to promote musical performances across the province throughout the year in a variety of tours and appearances of local and visiting talent. Organizations wishing to host performances are encouraged to apply, and the Burnaby Arts Council has been informed of the opportunity as have their member groups.

In addition, the Municipality has been asked to participate in a street banner program. Fifty banners are provided free of charge if the host community finances the costs of installation whether or not the municipality is involved in the program, to help promote the tourism-related aspects of the concept to residents and visitors. It is estimated that it would cost \$4000 to install 50 banners.

It appears as if the key focus of the program is on smaller communities in the interior complementing the work of local arts councils. In this regard, the initiatives of Burnaby-based arts groups should be supported if they get involved.

Staff recommends continued contact with Music '91 as the program evolves to assist with the promotion of musical performance for the benefit of Burnaby residents. The arts centre does not plan to sponsor a specific Music '91 event in its 1991 program, but staff will continue to provide liaison and referral as requested.

Further, staff does not recommend participation in the banner program until more activities in Burnaby have been scheduled. Unless a significant number of local events are planned it is difficult to justify the expense of the banner program to promote tourism.


DENNIS GAUNT
DIRECTOR RECREATION &
CULTURAL SERVICES

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