

ITEM	11
MANAGER'S REPORT NO.	60
COUNCIL MEETING	91/10/21

1991 OCTOBER 15

**TO:** MUNICIPAL MANAGER  
**FROM:** DIRECTOR RECREATION AND CULTURAL SERVICES  
**RE:** ARTS CENTRE FUNDRAISING COMMITTEE

**PURPOSE:** To request Council authority to implement and fund an Arts Centre Fundraising Committee

**RECOMMENDATIONS:**

1. THAT Council approve the establishment and implementation of an Arts Centre Fundraising Committee as outlined in this report.
2. THAT funds in the amount of \$213,000 be appropriated from the Stabilization Fund for this purpose.

**REPORT**

**BACKGROUND:**

Discussions have taken place recently between members of the Parks and Recreation Commission and the Executive Committee of Council leading to a mutual agreement to advance for Council's consideration the establishment of an Arts Centre Fundraising Committee with Commissioner Merrill Gordon as Chair.

This proposal arises from the challenge given to the Parks and Recreation Commission to raise additional substantial funds toward the construction of the Arts Centre to complement the funds placed in the Capital Budget from time to time by Council for this purpose.

At its meeting of 1991 July 03, the Parks and Recreation Commission received a Notice of Motion on this subject, had extensive discussions and by motion approved recommendations calling for the formation of a Committee of the Commission to be responsible for raising funds for the Arts Centre and requesting Council to provide the financing of \$213,000 to support the fund-raising process.

**THE CAMPAIGN:**

The Campaign would have as its objective the raising of \$3.5 million. The Committee would be a Sub-Committee of the Parks and Recreation Commission working out of the current Arts Centre buildings. All its financial processes would be subject to advice from the Director Finance with respect to systems and controls.

The Fundraising Committee through extensions into the community would utilize a large number of Burnaby volunteers and would attempt to take its message into each segment of the community, for example: community organizations, the labour movement, small business, large corporations, etc. Every effort would be made to involve the general Burnaby public in significant ways.

The Committee would attempt to complete its task except for wind-up and reporting out within a 16 month period.

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BUDGET:

In order to launch this program, the Committee has prepared a budget covering a 16 month period commencing in 1991. The total cost is \$213,000. The budget will be utilized for fundraising staff and/or consultants, for office support, display space, and marketing tools such as brochures, video, slide presentations and advertising.

FUNDING:

Funds for the establishment and implementation of the Fundraising Committee are available from the Stabilization Reserve Fund. The criteria for the use of the Stabilization Fund are met by this particular request.

There is every expectation that substantial funding can be raised through this process. Strict controls will be placed on the collection of funds as specifically requested by motion by the Executive Committee of Council at its meeting of 1991 September 09.

CAMPAIGN KICK-OFF:

At the Council meeting of 1991 October 21, an appearance will be made by the Chairman of the Fundraising Committee in conjunction with a major corporate donor who is prepared to kick-off this campaign with a substantial contribution.



DENNIS GAUNT  
Director Recreation &  
Cultural Services

DG:hh

C.C.  
Director Finance