

ITEM	7
MANAGER'S REPORT #	23
COUNCIL MEETING	95/05/08

TO : CITY MANAGER

DATE: 1995 MAY 04

FROM : DIRECTOR RECREATION AND CULTURAL SERVICES

RE : FREE ADMISSION EVENT DAYS AT THE BURNABY VILLAGE MUSEUM

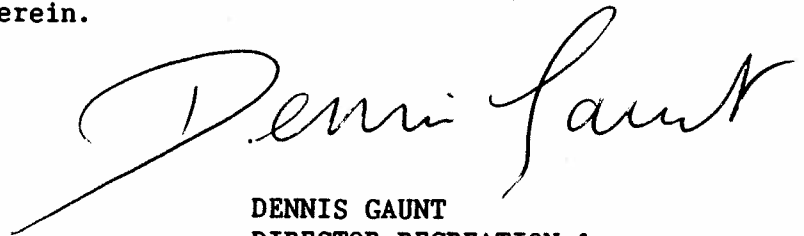
PURPOSE : To request Council to approve support of \$2,500 for free admission to the Burnaby Village Museum on Canada Day and that Canada Day remain a free admission day for Burnaby Village Museum.

RECOMMENDATION:

1. THAT approval be given to the support of \$2,500 for Canada Day and that this event day remain a free admission day.

REPORT

At its meeting of 1995 May 03, the Parks and Recreation Commission received the attached staff report on the above subject and adopted the three recommendations contained therein.



DENNIS GAUNT
DIRECTOR RECREATION &
CULTURAL SERVICES

tc
Attachment
A/3662

ITEM	7
MANAGER'S REPORT #	23
COUNCIL MEETING	95/05/08

ITEM	8
DIRECTOR'S REPORT NO.	8
COMMISSION MEETING	95/05/03

SUBJECT: FREE ADMISSION EVENT DAYS AT THE BURNABY VILLAGE MUSEUM

RECOMMENDATIONS:

1. THAT approval be granted to discontinue offering free admission to the Burnaby Village Museum on Heritage Christmas Preview Day and that a fee of \$1.00 be charged to all visitors.
2. THAT approval be granted to allow free admission to the Burnaby Village Museum for the 1995 Rhododendron Festival.
3. THAT Council be asked to approve support of \$2,500.00 for Canada Day and that this event day remain a free admission day.

REPORT

To encourage attendance and to provide Burnaby citizens with a celebration opportunity, Commission has allowed free admission to the Burnaby Village Museum on July 1 Canada Day and on Heritage Christmas Preview Day over the past several years. Through sales of gift items and food/beverage service a portion of lost gate revenue can be recovered. Practice has shown that actual indirect revenues vary from year to year and to mount a special event, the Museum also incurs extra costs to operate the site unlike on regular business days. The net effect can be a revenue loss that is difficult to recover by year end.

Heritage Christmas

It is recommended that a nominal fee of \$1.00 per person be charged to all visitors on Heritage Christmas Preview Day. This is lower than the regular rates of adults: \$5.90; students: \$4.10; children \$3.55; seniors: \$4.10 and persons with disability: \$4.10. The low charge is not expected to deter attendance, yet it will enable the Museum to recover some of the costs of this special event day.

Rhododendron Festival

The 1995 Rhododendron Festival is scheduled for 1995 May 28. Last year the Festival was held at both the Museum and the Arts Centre sites due to the construction of the Arts Centre Expansion. The arrangement is being repeated this year as construction continues. Because of the Festival occurring on both sites, any admission charge to the Museum would be unworkable. It is therefore recommended that admission to the Museum at this event remain free. It has yet to be determined whether the Festival will share the sites in the future and therefore this issue will be raised again in 1996.

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FREE ADMISSION DAYS AT THE BURNABY VILLAGE MUSEUM

Canada Day

Special event days generally attract more visitors. In 1994 the following gate revenue was generated on three special event days where regular admission rates applied:

1. Victoria Day	\$ 3,463.43
2. BC Day	2,182.71
3. Labour Day	1,492.29
AVERAGE REVENUE	\$ 1,137.52

The formula to calculate the value of the "gate" for sponsorship purposes is largely based on this average projected revenue. Special event days also require extra expenditures for programming and staffing. As well, when admission is free, attendance increases requiring further expenditures to manage the crowds. It is anticipated that Canada Day 1995 could draw up to 8,000 visitors as a free event.

Extra labour costs for this day are estimated at \$7,250 and extra supply and equipment costs at \$2,850.

In 1991, 1992 and 1993 City Council "bought the gate" for an average annual subsidy of \$1,650. There was no subsidy in 1994. Based on increased costs, a modest increase is proposed in the "gate" subsidy bringing it up to \$2,500.

It is recommended that Commission request Council to provide support of \$2,500 to enable the Commission to continue free admission on Canada Day. This amount, along with anticipated profit from sales of gifts, food and beverages will help cover the costs of the event. All rides on the Carousel would remain at \$1.00 for all special event days.

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