

TO : CITY MANAGER DATE: 1996 MARCH 21
FROM : DIRECTOR RECREATION AND CULTURAL SERVICES
SUBJECT : **FREE ADMISSION EVENT DAYS AT THE BURNABY VILLAGE MUSEUM**
PURPOSE : To request Council to approve support of \$3,000 for Canada Day and that this event day remain a free admission day.

RECOMMENDATION:

1. THAT approval be granted for the support of \$3,000 for Canada Day and that this event day remain a free admission day at the Burnaby Village Museum.

REPORT

At its meeting of 1996 March 20, the Parks and Recreation Commission received the attached staff report on the above subject and adopted the two recommendations contained therein.



DENNIS GAUNT
DIRECTOR RECREATION AND
CULTURAL SERVICES

tc
Attachment
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SUBJECT: FREE ADMISSION EVENT DAYS AT THE BURNABY VILLAGE MUSEUM

RECOMMENDATIONS:

1. THAT Council be asked to approve support of \$3,000.00 for Canada Day and that this event day remain a free admission day.
2. THAT approval be granted to charge a \$1.00 fee to all visitors for Discovery Days 13 and 14 July, and Heritage Christmas Preview Day 23 November.

REPORT

To encourage attendance, 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. It was hoped that through sales of gift items and food/beverage service a significant portion of lost gate revenue could be recovered. Practice has shown that actual indirect revenues vary considerably from year to year. To mount a special event, the Museum incurs significant extra costs to operate the site unlike on regular business days. The net effect is a growing revenue loss that is increasingly difficult to recover by year end.

Heritage Christmas 1996

It is therefore recommended that a nominal fee of \$1.00 per person be charged to all visitors on Heritage Christmas Preview Day 23 November. This is lower than the regular rates of adults: \$6.10; students: \$4.25; children: \$3.65; seniors: \$4.25; persons with disability: \$4.25. The low charge is not expected to deter attendance, yet it will enable the Museum to be better able to recover costs of this special event day.

Special event days generally attract more visitors. In 1995 the following gate revenue was generated on three special event days where regular admission rates applied:

1. Victoria Day	\$ 716.16
2. B.C. Day	\$1,866.13
3. Labour Day	\$2,261.11

The formula to calculate the value of the "gate" for sponsorship purposes is largely based on this average projected revenue. However, special event days require extra expenditures for programming and staffing. As

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well, when admission is free, attendance increases significantly requiring even further expenditures to manage the large crowds. It is anticipated that Canada Day 1996 could draw up to 8,000 visitors as a free event.

July 1, 1996

Extra labour costs for July 01 are estimated at \$7,350 and extra supply and equipment costs are estimated at \$3,000.

In 1991, 1992 and 1993 City Council "bought the gate" with an average annual subsidy of \$1,650. In 1995 Council gave a "gate" subsidy of \$2,500. Based on increased costs a modest increase is proposed in the "gate" subsidy bringing it up to \$3,000.

It is now recommended that Commission request Council to provide support of \$3,000 annually 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.

Discovery Days July 13 and 14, 1996

This year Discovery Days will be held in Deer Lake Park. The Museum will offer its own complementary programs in support of the event. To help meet 1996 revenue targets staff recommend a \$1.00 entry fee be charged per person. Museum parking lots will be available to all festival visitors and signage will direct visitor to the festival site via Deer Lake Avenue if they choose not to pay the \$1.00 admission.

Rhododendron Festival May 5, 1996

There is a report under separate cover from the Festivals Officer that recommends a \$1.00 fee per person for this year's Rhododendron Festival.

It is also recommended that all rides on the Carousel remain at \$1.00 for all special event days.

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