

REPORT
1998 NOVEMBER 02

CITY OF BURNABY
EXECUTIVE COMMITTEE OF COUNCIL

HIS WORSHIP, THE MAYOR
AND COUNCILLORS

RE: BCTV PROMOTIONAL SPONSORSHIP: HERITAGE CHRISTMAS

RECOMMENDATIONS:

1. THAT Council approve a grant to the Variety Club of 30% of the proceeds from carousel rides from the period 1998 November 28 to 1999 January 03.

R E P O R T

The Parks & Recreation Commission, at its meeting held on 1998 October 7 and the Executive Committee of Council, at its meeting held on 1998 October 26, endorsed the attached report supporting a proposal from BCTV to provide promotional sponsorship of the Heritage Christmas program at Burnaby Village Museum in return for a grant to the Variety Club of 30% of the proceeds from carousel rides from 1998 November 28 to 1999 January 03.

Respectfully submitted,

Councillor D. Corrigan,
CHAIR

<p>: COPY - CITY MANAGER - DIRECTOR FINANCE - DIR. PARKS, REC. & CULT. SERV.</p>
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Councillor D. Evans,
Member

Councillor D. Johnston,
Member

SUBJECT: BCTV PROMOTIONAL SPONSORSHIP: HERITAGE CHRISTMAS

RECOMMENDATIONS:

1. THAT the BCTV promotional sponsorship of Heritage Christmas for 1998 as described in this report be approved.
2. THAT a copy of this report be advanced to the Executive Committee of Council for approval of a grant to the Variety Club of 30% of the proceeds from carousel rides from the period 1998 November 28 to 1999 January 03 and THAT this report be forwarded to Council by the Executive Committee of Council for concurrence.

REPORT

Each December, Heritage Christmas is celebrated at the Burnaby Village Museum. In 1997 the local television company, BCTV, offered a promotional sponsorship that assisted greatly in the advertising on television of the Heritage Christmas program.

This year BCTV has increased the value of its promotional sponsorship eight fold and will thereby has offered to expand the frequency and variety of promotional spots during popular programs throughout a four week period. A weather broadcast from the site is also included.

As a condition of the promotional sponsorship, BCTV has requested agreement that 30% of carousel ride revenue for the period 1998 November 28 to 1999 January 03 be donated to the Variety Club, as a joint gesture of support to those in need supported by the charity. A review of revenues in previous years shows an increase in ride revenue of about \$2,500 from 1996 to 1997 with an increase in overall gate admissions of about \$7,000 from 1996 to 1997. In 1997, BCTV provided a more modest promotional sponsorship. It is estimated that overall attendance would increase by up to 15% with the 1998 promotional sponsorship and the value of 30% of projected ride revenues would be between \$3,000 and \$5,000 for Heritage Christmas 1998.

Accepting the promotional sponsorship offer of BCTV would result in several benefits:

1. It offsets promotion costs of the Burnaby Village Museum at a time when resources are scarce, and provides some relief on the tax draw.
2. Television advertising is very effective as it quickly reaches a large audience potentially resulting in an increase in attendance.
3. Establishing and maintaining partnership relationships with corporate sponsors is congruent with current policy and provides for mutual benefits while expanding the network of cultural contacts.

4. In promoting Heritage Christmas, Deer Lake Park and other cultural facilities and departmental services get exposure.
5. The offer assists in celebrating our local culture and helps children and families discover another exciting part of community life and history.

It is therefore recommended that approval be granted for this promotional sponsorship offer.

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