

TO: CITY MANAGER 1999 August 05

FROM: DIRECTOR PARKS, RECREATION AND CULTURAL SERVICES

SUBJECT: 1999 BURNABY YOUTH WEEK - SUMMARY OF ACTIVITIES

PURPOSE: To provide Council with a summary of activities in the 1999 Burnaby Youth Week.

RECOMMENDATION:

1. THAT a copy of this report be forwarded to the Community Issues and Social Planning Committee.

REPORT

At its meeting of 1999 August 04, the Parks and Recreation Commission received the above noted report and adopted the recommendation contained therein.



Kate Friars, Director
PARKS, RECREATION
AND CULTURAL SERVICES

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Attachment
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SUBJECT: 1999 BURNABY YOUTH WEEK - SUMMARY OF ACTIVITIES

RECOMMENDATION:

1. THAT a copy of this report be forwarded to Council and to the Community Issues and Social Planning Committee.

REPORT

Burnaby Youth Week was held this year from May 02 - May 08 consisting of more than 40 events hosted at 26 different locations including schools, community organizations, businesses and City recreation sites. It is estimated that approximately 5,000 participants of all ages were directly involved with the various events that took place during Youth Week. Activities included the annual "Gym Rat" Basketball Tournament, square dancing, student skills challenge (automobile diagnosis), youth hosted seniors tea, Battle of the Bands, youth art shows, scuba diving, a writing seminar and health workshops.

The goals of Burnaby Youth Week are:

- to provide opportunities for Burnaby residents to interact more closely with Burnaby youth
- to enable people to learn more about youth issues and ideas
- to highlight the positive efforts and vital roles young people play in the community
- to change the way some view and treat young people and help create a more positive image for youth
- to bridge the "generation gap" while bringing the community together
- to celebrate youth

The Burnaby Youth Week organizing committee which is made up of young people ages 13-18 is given assistance and support from both recreation and school district staff. This year's committee, just as all previous committees, worked diligently from the fall of 1998 up until the end of May planning, organizing and evaluating the entire event. In some cases the committee directly led activities such as the opening and closing events. The opening events this year were held at each of Burnaby's major shopping malls (Lougheed, Brentwood, and Metrotown) and were attended by several special guests including Mayor Drummond, Pietro Calendino, MLA, and Burnaby School Board Trustees Barbara Fisher and Anne Smith. The opening sites featured and highlighted a variety of youth talent such as musical bands, singing, dance routines and athletic demonstrations.

The closing event this year for the first time changed venues from Bonsor Recreation Complex to Bill Copeland Sports Arena where in-line skating and a dance took place. Also featured this year at the closing event for the first time, was Burnaby's Youth Citizenship Awards. Twelve youth nominated by the community at large were recognized for their efforts in the community and presented with a framed certificate.

As well one young person, Courtney Collins from Cariboo High School, received a \$100 education bursary and was also given an award at the Regional Youth Week Opening Ceremony hosted this year by the City of New Westminster. Staff report that this new Youth Week activity was very worthwhile and highly recommend that it continue and be expanded in future.

A list (Attachment #1) of Burnaby Youth Week's sponsors is included with this report. There are a couple of highlights worth special mention. Myles of Beans Coffee House has for two consecutive years sponsored the organizing committee's Dinner Auction. This event has not only been a lot of fun for all who have attended, it has also become an important source of financial support for the committee. Numerous businesses and organizations contribute products for the dinner event which are in turn auctioned off with 100% of the proceeds given to the committee. Each of Burnaby's major shopping malls continues to be involved with the event by hosting the opening ceremonies while the Burnaby NOW newspaper provides special coverage and Kingsway Quick Printers has again donated its materials and time for the printing of event flyers.

Promotion and advertising of Youth Week have become a major part of this event and are now coordinated on a regional basis. Bus shelter advertising, Talking Yellow Pages, event banners, Internet web site (Burnaby also has its own site) and stickers and posters are all attended to regionally and have for the most part been donated by businesses and corporations like I.C.B.C. and Net Nanny. Municipalities from Chilliwack to Pemberton now represent the most active region in Canada in terms of Youth Week activities. Talks are already underway with a television network to be involved with next year's event.

Burnaby Youth Week in 1999 has again received very positive feedback. The organizing committee wants to see the event continue and expanded. This year they added the Youth Citizenship Awards. There are discussions, for example, to add another recognition program this time celebrating the efforts of selected adults and organizations for their contributions to youth in the community. For the past five years, staff have been supporting the efforts of young people involved with this special project. As the amount of time required to properly organize this event increases, staff will need to evaluate what is a reasonable scope of activities given the current financial resources available. Next year's event is scheduled from May 6 - 12 with planning scheduled to begin in September this year.

The organizing committee wishes to thank the Burnaby Parks and Recreation Commission, Mayor Drummond and Burnaby City Council, the Burnaby School Board, and everyone else who made this year's event a success.

This report is for the information of the Commission.



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Attachment

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BURNABY YOUTH WEEK SPONSORS

Abacus Prepress Ltd.
Beach House
Brentwood Mall
Burnaby NOW Newspaper
Burnaby School District
Clarion Hotel Villa
Headways Hair Salon
Insurance Corporation of B.C.
Kingsway Quick Printers
Lougheed Mall
Metrotown Centre
Oceanic Trading Company
Regis Hairstylists - Metrotown
Rotary Clubs of Burnaby
South Burnaby Metro Club
Vancouver Aquarium & Marine Science
Centre

B.C. Lions Football Club
The Body Shop
Burnaby Bulldogs
Burnaby Savings Credit Union
City of Burnaby
Falls Golf Course
Holiday Inn Metrotown
Keg Restaurants
Lifesaving Society
Marine Pub
Myles of Beans Coffee House
Purdy's Chocolates
Rogers Video
Sebastian's Pasta Bar & Grill
Starbucks

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